



Seven Paths Web Design

Driven by Service—Not Profit

PROPOSAL NUMBER: 00001-00001

DATE: JUNE 24, 2010

Website Proposal

CLIENT

Contact: Anne Campbell

Company: Sparks Magazine

Address: 813 Saint Lawrence Drive, Northfield, MN 55057

Phone: 507-645-5217

E-mail editor@sparksmagazine.com

OVERVIEW OF WEBSITE

The proposed Sparks Magazine Website will provide information about the magazine and subscription services for the magazine. Visitors will be able to download free copies of all issues of the magazine, subscribe to the paper version of the magazine, and manage their subscriptions. The site will include three informational pages, a download page, a subscription page, a subscription management page, and a contact page. A diagram of the site appears at the end of this Proposal.

SERVICES PROVIDED BY SEVEN PATHS WEB DESIGN

To create this Website, Seven Paths Web Design hereby agrees to provide the following Web design services for the above named Client, subject to the limitations and exclusions of the accompanying Contract.

E-MAIL AND PHONE CONSULTATION

Provide up to twenty hours total Web design consultation by email or telephone. Telephone long-distance charges are in addition to rates quoted. Additional consultation will be charged at an hourly rate of \$15.00.

STANDARD WEB PAGES

Create five standard Web pages, as shown in the accompanying Website diagram, plus up to three additional standard Web pages, subject to the limitations and exclusions specified elsewhere in this Proposal. Every page will include a menu, with dropdowns as required, providing links to all the major pages in the site. Any further pages beyond those specified here will be billed at the normal hourly rate of \$15.00. All text and graphics will be in block format; there is an additional charge for text that wraps around photos or graphics. Additional fees apply for features requiring scripting or programming in any language other than HTML and CSS, such as response forms, blogs, and e-commerce. Multi-page lists or forms generated by or integrated with such a script or program count as one standard page as long as the list or form serves only one primary function.

TEXT

Include text as follows: If final text is supplied by the Client, up to 250 words per Web page if supplied in print form, or up to 1500 words per web page if supplied in an electronic form that can be readily opened in Microsoft Word 2000 or later. Additional fees apply for text not supplied in final form, and for electronic text that cannot be opened in Microsoft Word 2000 or later.

LINKS

Include up to an average of two external links per Web page and one e-mail response link per Web page to any e-mail address the Client designates.

GRAPHICS

Include one company logo and one other top-of-page photo or graphic and up to two other photos or graphics per Web page if supplied in final form by the Client. In addition, include a total of six photos on the home page. Physical graphics and photos must be supplied in a size no larger than 8.5” by 11”. Electronic graphics and photos must be supplied in a format that can be readily opened in Adobe Photoshop CS or later. Bullets, lines, and colored or textured backgrounds are included as long as they do not require custom modification. Additional charges apply for creation or modification of animation, photography, or graphics.

CUSTOM GRAPHICS

Create six custom graphics. Each graphic will be in the form of an icon which represents the content of one of the pages in the Website, including the two e-commerce pages, but excluding the home page.

ADOBE PDF

Include up to three PDF documents as part of the Website. Each document will include one link on the Website for downloading. The PDF files must be supplied in final form by the Client. Additional fees apply for creation or modification of PDF documents.

E-COMMERCE

Create an e-commerce system for the Website. The e-commerce system will consist of a multi-page magazine subscription form and a multi-page subscription management form. The subscription form will provide for a single subscription with a single subscription term, will provide for separate billing and subscription addresses, will accommodate subscriptions to foreign addresses, and will calculate the subscription price based on the subscription address. The subscription form will accept payment by PayPal only. The subscription management form will allow for updating addresses, renewing subscriptions, and canceling subscriptions. Both forms will provide plain-text email notifications to the Website administrator and to the magazine subscriber. Such notifications will be limited to a single email address for each notification.

The e-commerce system will include an administrative interface which will allow for retrieval and editing of all subscription data, sortable by billing name, subscription name, subscription expiration date, and postal code. The administrative interface will also provide for the generation of a CSV file of addresses for all current subscribers.

The Client will be responsible for establishing a PayPal account to accept payments and for maintaining the e-commerce system. Additional fees apply for any further features, such as automatic renewal reminders and integration with accounting software.

SECURE CERTIFICATE

Provide for a secure connection for the e-commerce pages of the Website using SSL. The Client will be responsible for the cost of the SSL certificate

BYLINE

Include a byline at the bottom of each page of the Client’s Website establishing Seven Paths Web Design as the designer of the Website. A discount of ten percent of the total project price will be provided in exchange for inclusion of a byline.

CROSS-BROWSER COMPATIBILITY

Insure Website compatibility with Internet Explorer 6, Internet Explorer 7, Internet Explorer 8, and Firefox 3 on Windows XP, Windows Vista, and Windows 7; and Firefox 3 and Safari 4 on Mac OS X 10.4, 10.5, and 10.6. Compatibility is defined as all critical elements of each page being viewable. Some advanced techniques may only work on recent browsers or may require a plug-in. Additional fees apply for compatibility with other browsers, such as mobile device browsers.

REVISIONS

Create up to ten comprehensive sketches (comps) of the homepage in jpeg format, including revisions. Create up to ten comps of a single interior page in jpeg format, including revisions. Create up to ten comps of each custom graphic, including revisions.

Carry out a maximum of five revisions to each page of the draft Website and five revisions to each custom graphic. Revisions must not be significantly different than the final comps approved by the Client. Further comps and revisions will be billed at the normal hourly rate of \$15.00.

DOMAIN NAME SEARCH AND REGISTRATION

Search to ascertain the availability of Website names and complete forms needed to register or transfer one domain name chosen by the Client. The cost of domain name registration itself is the responsibility of the Client. Although Seven Paths Web Design will submit forms to register a requested domain name in a timely fashion, Seven Paths Web Design does not guarantee the availability of any domain name.

UPLOADING

Install the Website on the Client’s host computer.

SEARCH ENGINE REGISTRATION

Register the Website with the top five search engines offering free listings, such as Google, Yahoo!, and Bing. The top five search engines will be determined by Seven Paths Web Design. Seven Paths Web Design does not promise or imply any particular search engine ranking for the Client’s Website.

UPDATES AND CHANGES TO THE COMPLETED WEBSITE

For two weeks after the completion of the Website, provide minor updates and changes up to a maximum of one hour total per Web page and subject to the limitations outlined above. For the purposes of this section, multi-page lists or forms generated by or integrated with a program count as one page. However, if the Client or the Client’s agent has made any changes to the Website apart from normal administrative changes provided for in the design of the Website, all updates and changes will be billed at the normal hourly rate of \$15.00.

FEE SUMMARY

Email and Phone Consultation	\$300.00
Standard Web Pages	\$500.00
Custom Graphics.....	\$90.00
Adobe PDF.....	\$7.50
E-Commerce	\$2400.00
Secure Certificate.....	\$7.50
Domain Name Search and Registration, Uploading, and Search Engine Registration,.....	\$15.00
Updates	\$105.00
Total for All Services in the Proposal.....	\$3425.00
Less discount for including byline	\$342.50
Total.....	\$3100.50

Prices quoted here are valid until September 24, 2010.

PAYMENT SCHEDULE

Due upon signing of contract.....	\$1550.25
Due upon completion of Website design	\$1550.25

SIGNATURES

This proposal becomes valid only when signed by both parties and accompanied by a signed Design Contract.

The undersigned agree to the terms of this Proposal and its associated Contract on behalf of his or her organization or business.

On behalf of the Client:

Date: _____

On behalf of Seven Paths Web Design:

Date: _____

WEBSITE DIAGRAM

Pages shown as overlapping stacks are multi-page lists or forms generated by or integrated with a program and count as one page.

