



Basic Marketing Package Menu
(prices subject to change)

All packages include one year domain registry and hosting. Thereafter \$120 per year.

★ = Included
◆ = Not included

Item/Package	Raw	Soft-Boiled	Poached	Scrambled	Over Easy	Sunny-Side
Web Site Template Design	★	★	★	★	★	★
Web Animated Banner	◆	◆	◆	★	◆	★
Web Content Entry (per page)*	★	★	★	★	★	★
Writing (per page)*	◆	★	◆	★	★	★
Logo Design	◆	★	◆	★	★	★
1-Sided Business Card Design	◆	◆	★	◆	★	◆
2-Sided Business Card Design	◆	◆	◆	◆	◆	★
1-Sided Business Card Printing (1,000 Cards)	◆	◆	★	◆	★	◆
2-Sided Business Card Printing (1,000 Cards)	◆	◆	◆	◆	◆	★
Tri-Fold Brochure Design**	◆	◆	◆	◆	◆	★
Tri-Fold Brochure Printing (1,000)	◆	◆	◆	◆	◆	★
COST (5-Page Website)	\$435	\$700	\$700	\$900	\$1,100	\$1,700
Additional Pages	\$15	\$75	\$15	\$75	\$75	\$75

*A “page” represents the typical amount of material recommended for one web page – approximately 250 words with one image (images may be provided by you or created/procured by eggmedia for an additional fee)

** Text and images will be taken/adapted from the content of your web site.

NOTE: Please contact us for quotes on additional options, such as SEO, video, e-learning, e-commerce, newsletters (print and email – including mailing list administration), social networking, blogs, sites allowing authorized users to publish new content to the site, etc.

Payment Terms: 1/3 to start, 1/3 upon sign-off on template design, 1/3 upon completion



Project proposal, drafting and finalization process

PROPOSAL STAGE	DRAFTING STAGE	FINALIZATION
<p>Initial Meeting: Discuss and clarify client objectives, existing materials and ideas. Existing sites with elements and feels that client appreciates. Domain name options, SEO (search engine optimization) considerations, desired features, etc.</p>	<p>Site Map Presentation: Breakdown and flow of information to be included on pages of the website.</p>	<p>Content Development: Any text or images created or edited by eggmedia are presented for approval.</p>
	<p>Site Map Approval: Consult with client until a final site map is approved.</p>	<p>Content Entry: Site is populated with all relevant text, images, video, interactive elements or other content.</p>
<p><i>eggmedia</i> Proposal: Client objectives, proposed solution, options and pricing. Available domain names of interest.</p>	<p>Draft Template: First draft usually allows design ideas, colours and navigation conventions to be clarified. Further drafting, as necessary.</p>	<p>Final Approval: Client approves site as presented on a test site.</p>
	<p>Template Approval: <i>eggmedia</i> will present a final draft for client approval. If client does not approve, eggmedia, will, at its discretion, return all monies or repeat the drafting stage. If optional second template is not approved, eggmedia may retain initial payment and cease work.</p>	<p>Go Live: Publish site to actual domain name, set up email and site administration.</p>
<p>Proposal Approval: Client selects desired options and approves basic proposal.</p>	<p>Second Payment: 1/3rd</p>	<p>Develop Print Materials: Adapt web materials to print materials, as applicable – business cards, brochures, etc.</p>
<p>First Payment: 1/3rd</p>		<p>Final Payment: 1/3rd</p>