

Development Plan

ITEM	TEMPLATE	CUSTOM
Pre-publication review rounds	2	Additional
Mockup revisions	2	Additional
Add-ons	Additional	Additional
Content writing	No	Additional
Forms	Includes 1 form per page, up to 10 fields. Duplicate forms on other pages are free if all form attributes are exactly the same.	Additional Available in five-field increments and charged at the webmaster support fee rate of the design package.
Template color changes	Yes	Additional once design phase has begun.
Content images	5 per page	Additional
Template images	Includes the swapping out of as many photos as each template was originally designed with.	Additional Requires custom quote for time.
Words per page	1,000/page (customer provided)	Word counts above 1,000 require a custom quote.

Image manipulation

Free:
Resize
Crop
Drop shadows

Intensive Photoshop image manipulations require a custom quote.

Flash elements, calendars, scripts, slideshows

Pre-produced/supplied Flash elements can be added to your site at no additional cost.

New Flash elements, slideshows, calendars, scripts etc. require a custom quote. Can be added in addendum.

Fonts

Free use of global fonts:

1. Arial
2. Courier
3. Geneva
4. Georgia
5. Tahoma
6. Times
7. Veranda

Non-global fonts and the creation of custom images that are illustrations of non-global fonts require a custom quote.

Non-Navigational Links

Includes up to 10 non-navigational links per page. (e.g., links to items such as: PDFs, MP3s, external sites, etc.)

Additional In units of 10 non-navigational links per page

Spelling and grammar

Includes one run of Microsoft Word spelling and grammar check. Changes are limited to Word's recommendations and any flagged grammar and spelling will be left as is.

If you do not hire a professional copywriter who can correct any grammar and spelling mistakes, please review all content thoroughly prior to submitting to designer.

Stock photography

Our designers will choose free stock photography for your site or browse www.photos.com and select your own images.

N/A

Sound/video

Customer provided media using the media player on the computer can be linked to at no extra charge.

Embedded video with a player is available at an extra charge

PDF conversion

Includes the creation of 1 PDF from a compatible document file

Additional

	supplied by you.	
Shopping cart categories	Categories will only be added to products that were installed during your site creation.	Additional categories can be added on a custom quote basis
Product attributes (size, color, price, etc.)	Includes up to 10 attributes per product.	Additional
Shipping zones	Includes setup of one shipping zone.	Technical support can guide you through setting up additional shipping zones at an additional cost.
Tax rates	Includes setup of one tax rate	Our technical support department can guide you through setting up additional tax rates for your site at an additional cost.