Tier 1: FLYWEIGHT DIVISION: $5000 - $10,000 dollars

For: Companies just starting out or refreshing an "old" template driven website

Scope: Generally inclusive of a homepage, up to four (4) subsections with relevant information about your product, service or business, and a dynamic contact page—all based on what we learn about you. (*up to 10 pages, appx*.)

Includes:
- Research and Background gathering—learning your purpose
- All original copywriting inclusive of basic SEO optimization and 1 client-directed revision
- Research-driven creation of (2) unique, original web designs or cost-saving templates (*you choose 1*)
- Backend site programming or template purchase optimized for the web host and server environment of your choosing (*or we can help you choose one)*
- Implementation of basic Content Management System for your control of site in the future
- Up to two (2) rounds of client-directed revision to final website concept
- All site implementation of content and review PRIOR to go-live on web
- Site testing and publishing to the internet

Start to finish: Generally completed within two-four weeks, provided client is responsive to background information requests, project milestones, and provision of site resources like catalogs, product information, images, and web-hosting access.

Variables: *(items at this tier which affect price are the addition of original photography or purchase of dynamic stock images, an extensive number of additional content pages required to support your business, inclusion of searchable products, content management system customization, selection of webhost and domain name selection and registration, if necessary)*

<u>Examples:</u>   www.Silvisforjudge.org
                             www.sicklecellsocietypgh.org
                             www.downtownstatecollege.com
                             www.gatewayanalytical.com
                             www.unitedrefractories.com

     All example websites are sites written by PUNCH Creative in conjunction with a variety of design and development talents. Sites are provided for reference purposes only. Ballpark figures listed herein are merely that—each project is estimated uniquely and solely on the merits of marketing communications need.

Tier 2: MIDDLEWEIGHT DIVISION: **$10,000 to $25,000 dollars**

For:	Companies who "get" what benefits the web means to their business, but are not currently realizing their full potential on the web.

Scope: Generally inclusive of a homepage, up to six (6) subsections with relevant information about your product, service or business—with multiple pages within subsections as necessary—a dynamic contact page, product animations or demos, and basic e-commerce functionality (up to 25 pages, appx.)

Includes:
- Research and Background gathering—learning your purpose, written project profile
- All original copywriting inclusive of advanced SEO optimization and 1 client-directed revision.
- Research-driven creation of (2) unique, original web designs (*choose 1*)
- Backend site programming optimized for the web host and server environment of your choosing (*or we can help you choose one*)
- Discussion and development of "business specific" use of animations or graphics to amplify the offer or demonstrate processes/product, etc.—never just creative for creative's sake.
- Implementation of Content Management System for your control of site in the future
- Up to two (2) rounds of client-directed revision to final website concept
- All site implementation of content and review PRIOR to go-live on web
- Site testing and publishing to the internet

Start to finish: Generally completed within eight weeks, provided client is responsive to background information and host programming requests, project milestones, and provision of site resources like catalogs, product information, images, price structures, and webhosting access.

Variables: *(items at this tier which affect price are the inclusion of integrated or link-building tools such as corporate blogs, rss feeds, specialized or unique site-required coding, e-commerce build, test and implement, extensive product or service information, development of social networking "sister" pages, extensive need for animation or graphic development, database collection or implementation, scale and/or scope of e-commerce functionality.*

Examples: www.pacyber.org
www.usabe.com
www.cisensorsystems.com
www.perlop.com
www.songerservices.com

Tier 3: HEAVYWEIGHT DIVISION: **$25,000 and up**

For: Companies who are ready to migrate to a top-tier brand website using the latest tools available to them to gain market share or competitive advantage.

Scope: Generally inclusive of a homepage, up to a dozen subsections with relevant information about your product, service or business—with multiple pages within subsections as necessary—a dynamic contact page, product animations or demos, advanced e-commerce functionality, customized programming on an as-needed basis.

Includes:
- Research and Background gathering—learning your purpose—extensive discovery, project profile and creative brief
- All original copywriting inclusive of SEO optimization and (2) client-directed revisions
- Research-driven creation of (3) unique, original web designs (*you choose 1*)
- Backend site programming optimized for the web host and server environment of your choosing (*or we can help you choose one*)
- Discussion and development of "business specific" use of animations or graphics to amplify the offer or demonstrate processes/product, etc
- Implementation of Content Management System for your control of site in the future
- Custom program specific to identified need, up to but not limited to, database integration, e-commerce, file uploads and secure ftp capability, filesharing and networking
- Incorporation (and possible production) of video based web presentations or viral style videos
- Up to two (2) rounds of client-directed revision to final website concept development
- Ongoing project milestones and full project management
- All site implementation of content and review PRIOR to go-live on web
- Site testing and publishing to the internet

Start to finish: Generally completed within 12 weeks, provided client is responsive to background information and host programming requests, approval of project milestones and project management documentation, and provision of site resources like catalogs, product information, images, videos, price structures, and webhosting access.

Variables: *(items at this tier which affect price are the inclusion of integrated or link-building tools such as corporate blogs, rss feeds, specialized or unique site-required coding, e-commerce build, test and implement, extensive product or service information, development of social networking "sister" pages, extensive need for animation or graphic development, database collection or implementation, scale and/or scope of e-commerce functionality.*

Examples: www.eyeglassguide.com   www.chemimage.com   www.veraction.com
                www.kayakpoolsmidwest.com   www.penncommercial.edu