



Small, Minority & Entrepreneurial Division
Marketing Co-op Grant Program Service
Provider: Pricing Packages

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HD Web Studio

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www.hdwebstudio.com

small business package

small businesses, global capabilities

Package 1*

\$1,000.00

Includes:

- Simple design
- Three pages
- Contact form
- Google Analytics setup

Package 2*

\$1,200.00

Includes:

- Simple design
- Five pages
- Contact form
- Google Analytics setup
- Standard Google Map
- Announcement component

Logo Design

\$500.00

Includes two concepts

Hosting*

\$15.00 / month

Includes 10 email accounts

Maintenance*

\$55.00 one hour/
quarter

* Businesses cannot employ more than 20 people.
Design and HTML time is limited to eight hours.



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Restaurant Website Package

today's specials are...



Bistro Package

\$1,500.00

Includes:

Custom design

(design and HTML limited to ten hours)

Five pages

PDF format menu upload

Contact form

Google Analytics setup

Google Places submission

Standard Google Map

Daily Specials component

Hosting: **\$15.00** /month

Includes 10 email accounts

Chef's Choice Package

\$3,000.00

Includes:

Custom design

(design and HTML limited to ten hours)

Five pages

Editable menu page

PDF format menu upload

Contact form

Google Analytics setup

Google Places submission

Standard Google Map

Daily Specials component

Content Management System

(content editing capabilities)

Mobile Version

Hosting: **\$25.00** /month

Includes 20 email accounts

Ask about our a-la-carte menu:

Two examples from our Sides menu.

\$500.00 Logo Design
Includes two concepts

\$ 55.00 Maintenance
One hour/quarter

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Additional Service Rates

Logo Development		
	2 original designs with 2 revisions	\$500.00
Graphic Design		
	Identity Package (Business Cards, Letterhead, and Envelope Design)	\$500.00
	Tri-fold Brochure Design (Estimated 8 hours)	\$520.00
	8.5 x 11 Business Flyer – Two-Sided (Estimated 5 hours)	\$325.00
	Graphic Design – (Price Per Hour)	\$65.00
Content		
	Additional Content Pages (Per Page)	\$60.00
	Partial Content Management System (CMS setup for 1 or more pages)	\$300.00 setup \$50.00 (per page)
Programming		
	E-mail Newsletter System	\$350.00
	News Archive	\$650.00
	Standard Slide Show System	\$200.00
	Success Stories or Testimonials	\$250.00
	Additional Custom Programming	\$75.00 (per hour)
E-Commerce		
	HD Web Studio Shopping Cart	\$2000.00
	Shopping Cart Customization	\$75.00 (per hour)
	Product Submission	\$60.00 (per hour)

Private Label Email Marketing

1 cent per email address **7** dollars per e-blast

\$300 template setup | \$50 account setup

Email marketing is the process of promoting a product, service or idea by sending direct emails to a defined target audience. By utilizing private label marketing, companies can reach a large number of specific clients with only relevant business information. Additionally, it has been deemed the most effective direct marketing tool for businesses. In 2009, research studies reported an ROI of \$43.62 for every \$1.00 spent.

Advantages

1. Inexpensive
2. Personalized
3. Measurable Results
4. Targeted Marketing
5. Instant Delivery
6. Interactive
7. Environmentally Friendly
8. Global Reach

Features

1. Reporting Tools
2. Customized template designs that match your website
3. API Integration
4. Integration with Google Analytics
5. Only pay for what you use
6. Manage multiple lists and subscribers
7. Multiple layers of data security
8. Top notch deliverability



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