

Madison, SD Redesign Project - Premium Plus Design

Fri 7/1/2016 8:19 AM

From: "ross"

To: jennifer.eimers@cityofmadisonsd.com, lexi.bohlander@cityofmadisonsd.com



Jennifer and Lexi,

It was great visiting with you yesterday about your pending redesign project.

Chad with Pace Payments will reach out to you soon regarding a Pace demo/webinar.

Here's a recap of the Premium Plus Design and payment options.

Premium Solution Desktop Design:

- Completely unique, custom design; not based on a stock template from the GovOffice Design Center
- 5 custom banners containing:
 - Logo and photos supplied by client. May be a blended/collage style banner, if requested
 - Font treatment for Title (City of Springfield) and Slogan (Your Hometown) fields
 - Banners may rotate upon refresh/reload of the browser or be assigned to internal sections
- Up to 50 photos sent for inclusion in the design (numbered based on importance). The number of images included in the final design will depend on the design draft selected and the professional judgment of the graphic designer.
- Extended color scheme to fully match the client's branding
- 1 background image to be used as a banner background or a site background and a watermark, if requested
- Custom font treatment throughout site (from Google font selection)
- Full set of social media icons (Facebook, Google+, Twitter, Pinterest, LinkedIn, YouTube, Blogger, Flickr)
- Favicon (favorites icon), if requested

Custom Mobile Design

Smartphone design included, developed to appear as an extension of the custom desktop design

Homepage Setup

Our content professionals will provide up to 3 hours of service in setting up or organizing the new homepage content to conform to the final design draft and Web best practices.

Auto-Image Slider

You'll receive five image boxes, you can insert fresh homepage images whenever you wish!

Quick Link Buttons

You'll receive six large quick link buttons to promote key city services.

Design Fees:

- Premium Design \$4,895
- Auto Image Slider \$1,000
- Quick Link Buttons \$500

Grand Total \$6,395

Payment Options:

- Standard Payment – client to pay full amount in advance of project - \$6,395.
- 3 Year Payment Option - pay partial design fee and annual hosting fees (\$800).

3 Year Payment Option:

- Year One - \$2,975
- Year Two –\$2,975

Year Three- \$2,975

Year Four – Pay \$800 annual hosting fee or sign new 3 year agreement and receive a redesign credit.

Please let me know if you would prefer to receive a standard design quote or a 3 Year Design/Agreement.

We would issue an invoice after we receive your signed copy of the quote/agreement.

Have a great Fourth!

Ross Heupel

Marketing Director

GovOffice.com

651.270.0442



Attachments:

- image001.gif
- image002.gif
- image003.gif



GovOffice Custom Design Services

Showcase your community with a contemporary,
vibrant, design!

**"Choosing GovOffice was the best
decision we made."**

Naveed Ashraf
IT Manager
City of Benicia, California

**"Each phase of the transition from our
old website to our new design was
flawless."**

The Town of Windsor Staff
Town of Windsor, Wisconsin

**"We are very happy with our new website
and so thankful for the staff at GovOffice
who made the process so easy."**

Lynne Olson
Assistant to the City Administrator
City of Fergus Falls, Minnesota

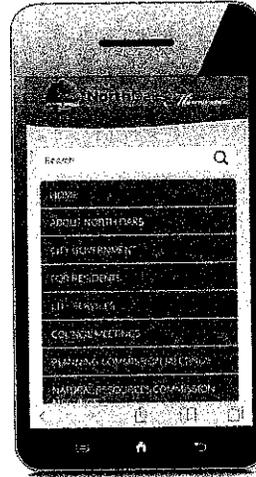
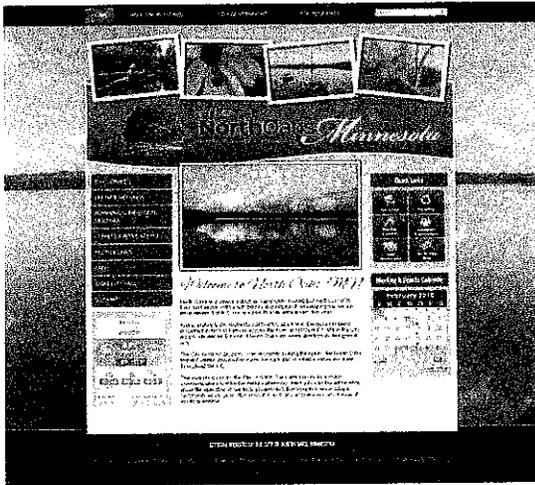
**"Couldn't have asked for a more user
friendly and budget friendly process!"**

Jayne Beyer
Town Clerk
Cedar Point, North Carolina



auto image slider : quick links
x/000

The Premium Solution - \$4895



*The City of North Oaks upgraded its Premium design with optional Promotional Icons and an Auto Image Slider.

See [Popular Design Upgrades](#)

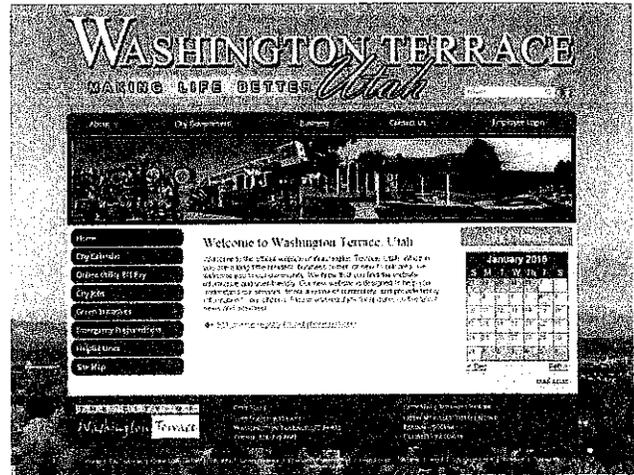
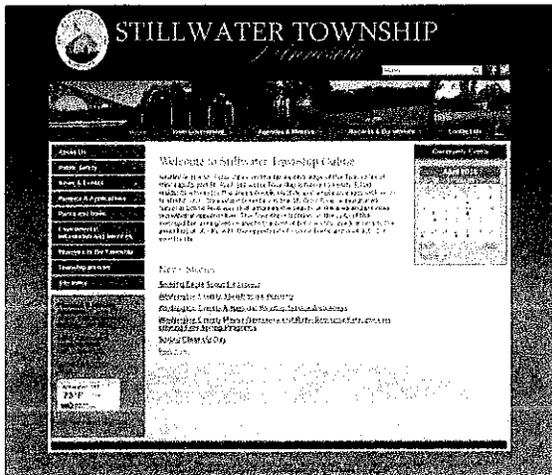
What's Included

- **Completely unique, custom design;** not based on a stock template from the GovOffice Design Center
- 5 custom banners containing:
 - Logo and photos supplied by client. May be a blended/collage style banner, if requested
 - Font treatment for Title (*City of Springfield*) and Slogan (*Your Hometown*) fields
 - Banners may rotate upon refresh/reload of the browser or be assigned to internal sections
- Up to 50 photos sent for inclusion in the design (numbered based on importance). The number of images included in the final design will depend on the design draft selected and the professional judgment of the graphic designer.
- Extended color scheme to fully match the client's branding
- 1 background image to be used as a banner background or a site background and a watermark, if requested
- Custom font treatment throughout site (from Google font selection)
- Full set of social media icons (Facebook, Google+, Twitter, Pinterest, LinkedIn, YouTube, Blogger, Flickr)
- Favicon (*favorites icon*), if requested
- **Custom mobile design** (for display on smartphones) included, developed to appear as an extension of the custom desktop design
- Homepage Setup: Our content professionals will provide up to 3 hours of service in setting up or organizing the new homepage content to conform to the final design draft and Web best practices.

Process

The Premium Solution is a 3 draft, 3 revision process, whereby GovOffice will create 3 design drafts, based on the client's stated objectives for its totally unique design concept. Upon evaluation of the drafts, the client will inform GovOffice of the preferred draft (1 of the 3) and requested edits. GovOffice will then revise it up to 3 times before asking for final approval.

The Progressive Solution - \$2495



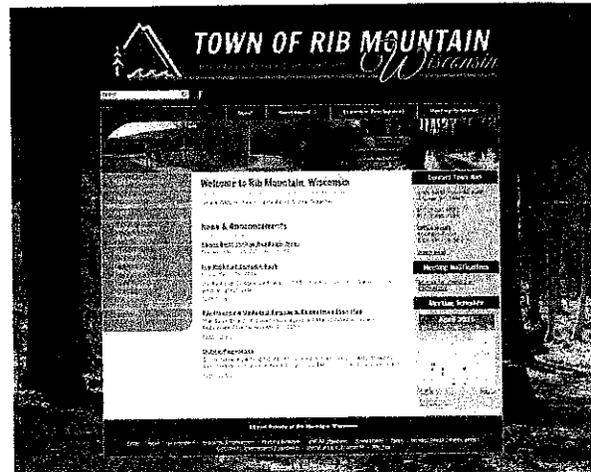
What's Included

- Based on a stock template from the GovOffice Design Center (help.govoffice.com/designs)
- Development of 3 custom banners containing:
 - Logo and photos supplied by client. May be a blended/collage style banner, if requested
 - Font treatment for Title (*City of Springfield*) and Slogan (*Your Hometown*) fields
 - Banners may rotate upon refresh/reload of the browser or be assigned to internal sections
- Up to 20 photos sent for inclusion in the design (numbered based on importance). The number of images included in the final design will depend on the design draft selected and the professional judgment of the graphic designer.
- Extended color scheme to match up the logo and design, which includes modifying the colors (1 each) of:
 - Title text
 - Slogan text
 - Navigation (hover and subsections)
 - Background (even if a color does not exist in the stock template)
 - Right and left sidebars (headers and content areas, even if a color does not exist in the stock template)
- 1 background image to be used as a banner background or a site background or a watermark
- Custom font treatment throughout the site (from Google font selection)
- Homepage Setup: Our content professionals will provide up to 3 hours of service in setting up or organizing new homepage content to conform to the final design draft and Web best practices.

Process

The Progressive Solution is a 2 draft, 2 revision process, whereby GovOffice will create 2 design drafts (including banners), based on the client's stated objectives for the stock design template selected. Upon evaluation of the drafts, the client will inform GovOffice of the preferred draft (1 of the 2) and requested edits. GovOffice will then revise it up to 2 more times before asking for final approval.

The Value Solution - \$1295



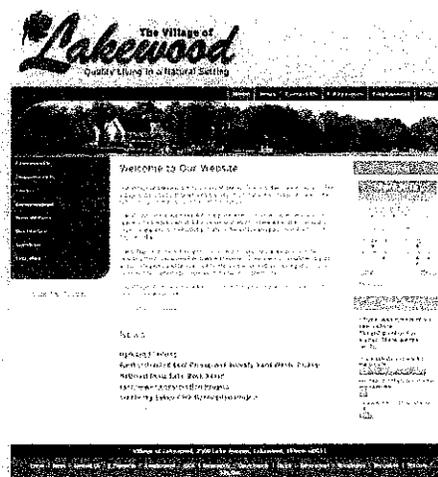
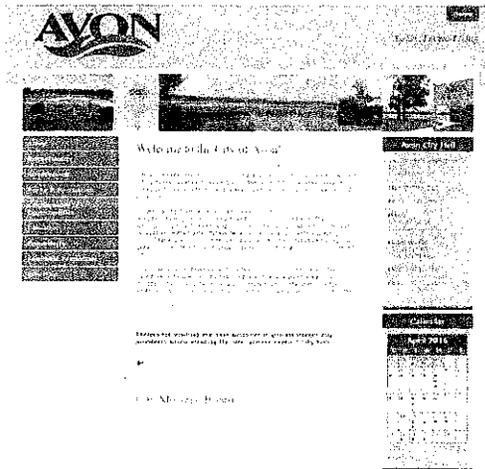
What's Included

- Based on a stock template from the GovOffice Design Center (help.govoffice.com/designs)
- Development of 1 custom banner containing:
 - Logo and photos supplied by client. May be a blended/collage style banner, if requested
 - Font treatment for Title (*City of Springfield*) and Slogan (*Your Hometown*) fields
- Up to 8 photos sent for inclusion in the design (numbered based on importance). The number of images included in the final design will depend on the design draft selected and the professional judgment of the graphic designer.
- Basic color scheme to match up the logo and design, which includes modifying the colors (1 each) of:
 - Title text
 - Slogan text
 - Navigation (hover and subsections)
 - Background (only if a color exists)
 - Right and left sidebars (only if a color exists)
- 1 background image to be used as a banner background or a site background or a watermark

Process

The Value Solution is a 2 draft, 1 revision process, whereby GovOffice will create 2 drafts, based on the client's design objectives for the stock design template selected. Upon evaluation of the 2 drafts, the client will inform GovOffice of the preferred draft (1 of the 2) and requested edits. GovOffice will then revise it 1 time before asking for final approval.

The Budget Solution - \$595



What's Included

- Based on a stock template from the GovOffice Design Center (help.govoffice.com/designs)
- Development of 1 custom banner containing:
 - Logo and photos supplied by client. May be framed, non-collage style banner only.
 - **Note:** Photos can be placed in the banner only if there are photos in the stock template.
- Up to **8** photos sent for inclusion in the design (numbered based on importance). The number of images included in the final design will depend on the design draft selected and the professional judgment of the graphic designer.
- Font treatment for Title (*City of Springfield*) and slogan (*Your Hometown*) fields
- **Budget Solution with Custom Color (\$845)** matches up the logo and design; modifying the colors (1 each) of:
 - Title text
 - Slogan text
 - Navigation (hover and subsections)
 - Background (only if a color exists)
 - Right and left sidebars (only if a color exists)

Process

The Budget Solution is a 1 draft, 1 revision process, whereby GovOffice will create 1 draft, based on the client's design objectives for the selected stock design template. Upon evaluation of the draft, the client will inform GovOffice of any requested edits. GovOffice will then revise it 1 time before asking for final approval.

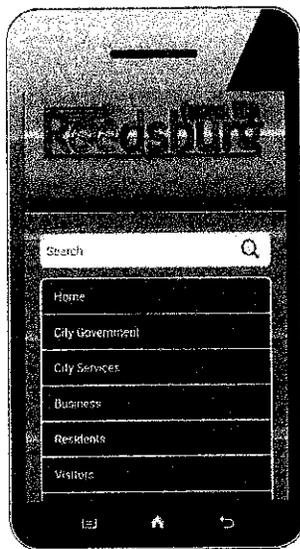
Popular Web Design Upgrades



Auto Image Slider

ex. montevideomn.org

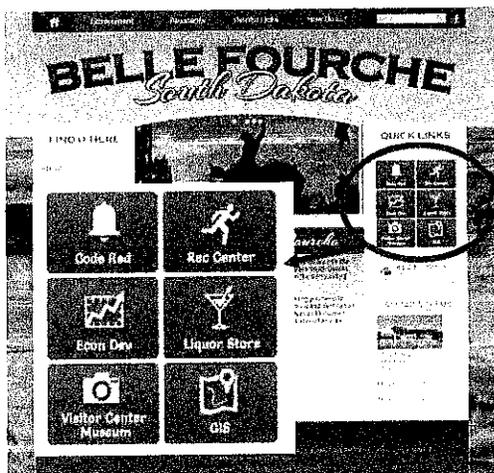
- Showcase your community's beautiful imagery and change of season through a multi-photo slideshow
- The self-admin Slider comes with transitions from photo to photo w/captions. May be linked to internal pages of your website
- **\$1,000** price includes incorporation of up to 5 photos



Custom Mobile Design

ex. reedsburgwi.gov

- Extend your community's brand, complete with official logo, complementary colors and stylish fonts, to an ever-growing number of citizens using smartphones
- The customized mobile website will be designed to be the perfect extension of your organization's custom desktop website design
- **\$500** price is an excellent value for an attractive mobile design

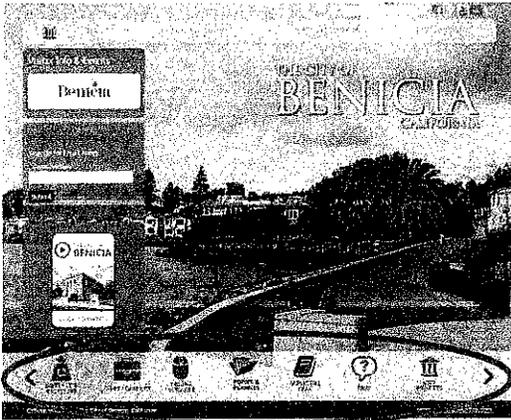


Promotional Icons

ex. bellefourche.org

- Provide single-click access to the focus areas of your website with attractive, custom-made icons
- Most common choices for promotional icons are: Contact Us, Agendas & Minutes, Events Calendar, Online Payments, Permits, and Parks & Rec
- **\$500** price includes the development, arrangement, and programming of up to 6 professional icons

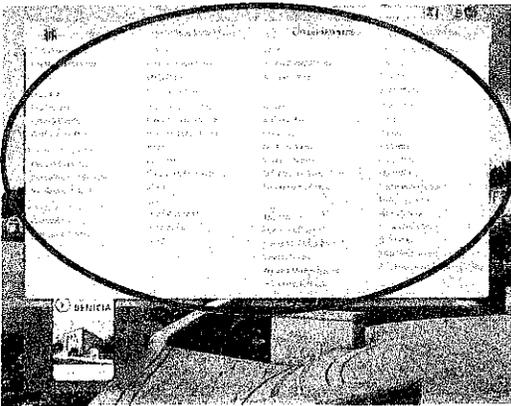
Popular Web Design Upgrades



Film Strip

ex. ci.benicia.ca.us

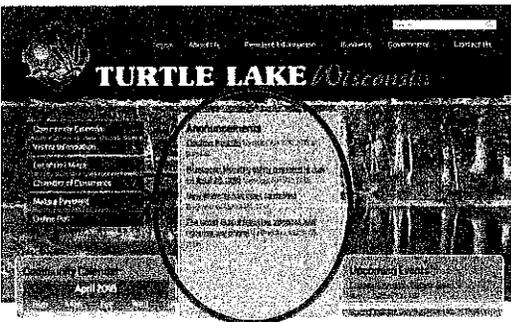
- Provide single-click access to high traffic areas of your website with custom-made, scrolling icons
- The self-admin Film Strip automatically scrolls from icon to icon which are linked to internal pages of your website
- **\$1,000** price includes development of up to 8 icons



Mega Menu

ex. ci.benicia.ca.us

- Displays navigation items (two levels deep) in one main panel, grouping topics into related categories
- Custom styled to display colors, fonts, sizes and similar elements different than the primary navigation menu
- **\$750** price will make your navigation menu even more stylish and intuitive



Rollup Promotions

ex. turtelakewi.com

- Efficiently "promote" several sections of content on your homepage
- Promotion boxes expand or "rollup" to display additional content
- **\$625** price includes the development of up to 3 promotional boxes

Ask your salesperson about our many other custom Web design upgrades.

	\$4895 Premium	\$2495 Progressive	\$1295 Value	\$595 Budget
Number of drafts	3	2	2	1
Number of revisions to the selected draft	3	2	1	1
Template-based or original design	Original	Template-based	Template-based	Template-based
Custom banners, including the home page banner	5	3	1	1
Blended/collage style banner	Yes	Yes	Yes	No
Stylish font type for the organization's title and slogan	Yes	Yes	Yes	Yes
Level of custom color scheme	Extended	Extended	Basic	Basic
Choice of color or image to be used as a background	Yes	Yes	Yes	No
Stylish font treatment site-wide	Yes	Yes	No	No
Full set of social media icons	Yes	No	No	No
Incorporation of a Favicon	Yes	No	No	No
Custom design for mobile website	Yes	No	No	No
Homepage Setup by content expert	Yes	Yes	No	No
Ownership of design transferred to the client	Yes	No	No	No

Method

All custom design projects involve the following 10 creative and programming steps:

Creative

1. Personal consultation with our graphic designer
2. Development of design drafts → number of drafts depends on the design package purchased (Value = 2, Progressive = 2, Premium = 3)
3. Presentation of all design drafts to the client via *Preview Mode*
4. Round(s) of revision to the client's chosen draft → number of rounds of revision depends on the design package purchased (Value = 1, Progressive = 2, Premium = 3)
5. After round(s) of revision are completed, presentation of final draft to the client via *Preview Mode*; client's approval is then requested

Programming

6. Constructing the final design draft approved by the client onto a working test site (*Test Mode*)
7. Adjustment, as necessary, to the display or behavior of the design on the test site
8. Testing of the design across the latest versions of all major Web browsers; further adjustment made, as necessary
9. Schedule a date for upload (deployment) of the finished, browser-tested design with the client
10. Upload of the design to replace the client's existing design (free stock template or old custom design) on its live, public website; the project is then declared completed

Guarantees

Guarantees to clients upgrading from a stock template or old custom design to a new custom design:

- No content - text, uploaded images, documents, and the like - that reside on the client's existing website will be lost in the transition from the current design to a new, custom design.
- The client may continue to edit the contents of their website as usual during the custom graphic Web design process.
- The current live, public website will not be offline during development of the new, custom Web design.
- The amount of the client's Annual Service Package (site hosting, toll-free technical support, and more) will not be impacted by implementation of a new, custom Web design.

Notices Regarding Purchase of Any Design Package

- A custom design (graphics) serves as a skin that *lays over* your loaded Web content (text, uploaded documents, links, etc.) to give the website its new, enhanced look.

With the exception of the Homepage Setup performed under the Progressive and Premium design options, the design packages do not involve the alteration of Web content by the GovOffice team.

- Each of our four design packages involves development of at least one banner, comprised of images provided by the client.

Upon approval of the banner(s) by the client, neither the banners themselves nor the images within the banners may be altered/replaced/removed by the client.

Further customization by GovOffice is required to alter a customized banner, and an hourly design charge of \$125 applies (2 hour minimum).

- While GovOffice strives to complete every custom design project as efficiently as possible, we do not guarantee the deployment of a custom design by or on a specific date.

A client's key to success is active participation and responsiveness throughout the *entire* project - from communicating ideas and sending image files to the Design Team, to selecting your preferred draft and requesting edits, and lastly, giving a clear, final approval.