

## General Web Site Design Information:

Domain names: We will register a domain name for you of your choosing. Domain names cost \$9.99 per year. No domain name will be registered without prepayment.

Hosting: Hosting is based upon storage space used and anticipated bandwidth use. Average sites will be between \$35 and \$50 per year for hosting.

Updates: Updates will be done as requested but in the absence of a monthly contract will be charged at the rate of \$20 per hour prorated. Please try to submit multiple updates at once - it saves you money!

Initial Design Period: During the initial design period changes are expected but we count on you to know in advance what you want and to communicate that information to us! If design changes become excessive (more than 5 significant changes to template) you will be charged \$20 per hour.

Redesign: If the customer decides to add more pages or make changes to the navigation it will be considered a redesign. Redesigns are charged at \$20 per hour with a \$50 minimum charge.

What we need from you:

- Pictures at least 4x5 in area and at least 72 dpi preferably in a jpg format.
- Descriptions of your animals, their registration numbers and pedigrees (we can look up pedigrees for ASPC ponies and AMHR horses).
- An introduction write up for your web site. This is very important as some search engines rank your site based on the text found on your home page.
- A good general idea/drawing of how you would like your site to appear (background style, color scheme, font preference, etc. (We can also completely design your site for you but require complete creative control in these instances.)
- Prepayment of base rate for site (usually around \$200) before the site goes "live".
- EXACTLY what pages you would like on your site (mare, stallion, foal, sale, gelding, etc.) Changes to navigation (adding pages) after these pages are started will be charged as a redesign!

If you have any questions PLEASE ask. Our goal is to provide you with a useful site that will meet your needs at a reasonable price.

Platte Ridge Publishing Web Page Design Services  
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