

*Wired Island combines a high technology marketing background, in-depth knowledge and experience of the Turks & Caicos Islands with a professionally trained creative team to produce visually appealing and effective marketing programs and web sites. Our fees are customized for client requirements and are based on the following services and fee structure:*

## **Web Site Hosting | Annual Fee \$600**

Wired Island hosts web sites on a dedicated server based in the US ensuring consistent server performance and access to the latest technologies. Included in this fee is technical support to set-up hosting, interfacing with the hosting provider, management of email accounts and generation of web status reports.

## **Domain Registration | Annual Fee \$75 each**

Wired Island will register, purchase and manage domain name/names (.com or .tc) for your business.

## **Web Site Design | Starting at \$1,500**

The look, feel and functionality of a Web site are critical to its success and completely dependent on the design of the home page and sub-pages. Wired Island will create a custom Web site design that will be incorporated throughout the site and build on elements of any existing promotional materials. Our design services include art development, scanning and color correction of photos, custom backgrounds, icons, and clickable buttons. This fee does not include any charges associated with licensing stock photography or other images.

## **Web Site Construction | Starting at \$1,500**

The construction of the site is contingent upon an agreed-upon design and outline. Once the site outline, structure, functionality and design have been approved by the client, Wired Island will build the site on a private, unpublished Web address so that clients can see a true working prototype in its real medium. Revisions to the design and site structure are made in real time, allowing easy access for client approvals and feedback. Most often, our sites are built in a content management system (CMS) that enables fast updates and changes to the site even after the construction. The cost for the site construction is dependent upon a number of factors such as size of the site, number of pages, site functionality (such as e-commerce, blogs, databases), availability of content and responsiveness of client feedback and input. Generally, site construction is billed at an hourly rate of \$95.

## **Web Site Maintenance and Support | \$75/hour**

Wired Island provides site maintenance and support either on an hourly basis or as part of a monthly retainer. Web site maintenance includes Flash/Java programming, HTML/DHTML, search engine registration; web marketing, and general site updates and/or changes.

## **Web Marketing/Promotion | \$150/hour**

Building a Web site is only the first step to leveraging the web as an effective marketing tool. To open the desired channels of communication, your site has to draw traffic. At a minimum, you need to ensure your site is linked and registered properly. Ideally, you need to establish your Web site as part of an integrated marketing program. Wired Island can develop and implement a customized marketing program to promote your site and ensure it works for you.

## **Public Relations | Range from \$150/hour to \$250/hour**

Wired Island has experience in providing a range of public relations services from message development to media relations to press release and speech writing. Our hourly rates are based on the experience of the consultant providing the service.

## **Photography | \$100/hour**

Wired Island offers photography services at an hourly rate plus expenses for shooting time. All photos can be used in marketing materials and are delivered to you on CD. Wired Island also offers photo enhancements, photo consultation and image scanning services. Professional photography services can also be arranged and managed on a project basis.

## **Copywriting | \$150/hour**

Wired Island's award-winning writing services can be contracted to enhance the content of a web site and/or marketing collateral.

## **Print Design/Art Direction | \$150/hour**

Development of printed media including brochures, advertisements, posters, flyers, invitations and other marketing materials, to compliment and enhance the presence of a business and promote specific aspects/events as required.

## **Logo Design | \$1,200**

Includes up to two logo directions, evolution of one of these directions, color study, and final logo delivered in various working formats (EPS, Jpeg, PDF).

## **Stock Images | \$40 - \$80/image**

As part of the design service at Wired Island we will, when necessary, source stock images for use on-screen and in various printed formats. In general, we offer stock photos in three sizes/prices:

|                                   |   |
|-----------------------------------|---|
| <b>SMALL   \$40.00 per image</b>  | <i>Low resolution (72dpi) for use on-screen (web-sites only).</i>   |
| <b>MEDIUM   \$60.00 per image</b> | <i>High resolution (300dpi), but a small physical size for use as small images in printed materials such as ads, or as a larger image on-screen (up to 800 x 600 pixels).</i> |
| <b>LARGE   \$80.00 per image</b>  | <i>High resolution (300dpi) and larger physical size for use in printed materials such as signage, or as a full-page image in brochures and ads.</i>                          |

*At the discretion of Wired Island, a charge will be made each time an image is used in a different context (i.e. an image intended for use on a web site will not be acceptable quality/resolution to use in a print advertisement, so an additional charge will be made to purchase the better quality image).*