



D I F F E R E N T

QUOTE

Life Insurance Association, Singapore
79 Anson Road #11-05
Singapore 079906

To: **Ms Pauline Lim I Executive Director**
For: **Life Insurance Association, Singapore Website Revamp**

21 May 2018
Job Number: DJ17-0270
Estimate Number: 1
Version: 1

Different Pte Ltd
51 Tai Seng Avenue
#03-04 Pixel Red
Singapore 533941
Tel: +65 6812 9451
GST Reg. No.: 201511785N

Item	Details	Unit	Unit Cost	Sub-Total
[A] Agency Fees				
1	Creative Concept Fee One-time fee for the conceptualisation of website look and feel.	1	\$2,500.00	\$2,500.00
2	Website Design Maximum of 3 rounds of changes. Only upon selection and approval on one route, finished artwork development to begin. Includes: (i) Art direction and supervision (ii) Copywriting and vetting (iii) Finished artwork services			
2.1	User journey/sitemap proposal	1	\$800.00	\$800.00
2.2	Design fee for the following pages:			
2.2.1	- Landing Page	1	\$500.00	\$500.00
2.2.2	- About LIA (Vision and Mission, Membership, LIA Management Committee, LIA Secretariat)	4	\$500.00	\$2,000.00
2.2.3	- For Industry Practitioner (Resource Library, Industry Performance, LIA Newsletter)	3	\$500.00	\$1,500.00
2.2.4	- Consumer Zone (Digital Insurance Calculator, Consumer Guides, Unclaimed Proceeds, Blog)	4	\$500.00	\$2,000.00
2.2.5	- Useful Links	1	\$500.00	\$500.00
2.2.6	- Contact Us	1	\$500.00	\$500.00
2.2.7	- Terms of Use	1	\$500.00	\$500.00
2.2.8	- LIA Members Only Page (Archival circulars, Guidelines)	2	\$500.00	\$1,000.00
2.2.9	- Online calculator	9	\$180.00	\$1,620.00
3	Website Development/Programming			
3.1	To develop and code the approved website design based on 17-page website.	17	\$500.00	\$8,500.00
3.2	Website functionality programming			
3.2.1	- Digital Insurance Calculator	1	\$1,800.00	\$1,800.00
3.2.2	- Website search functionality based on content tags	1	\$500.00	\$500.00
3.2.3	- Member only login module (inclusive of password retrieval)	1	\$500.00	\$500.00
4	Projection management @ 10% on items 1, 2 & 3			\$2,472.00
[A] Agency fees sub-total				\$27,192.00
[B] Third party costs				
5	Royalty-free Stock Image (Standard License) - To be quoted upon selection of final design. Estimated at \$400 - \$1,000 per image. - Image cost is dependent on stock image library source.			TBC
[B] Third party fees sub-total				\$0.00
[C] Agency commission on [B] at 15%				\$0.00
Total before GST				\$27,192.00
Add GST @ 7%				\$1,903.44
Total Amount Due				\$29,095.44



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Optional Items				
A	Website Hosting			
i	One-time set up fee	1	\$400.00	\$400.00
	Sever cost (per annum)			
	- 30GB Flash Storage Drives (SSD)			
ii	- 2GB Memory	1	\$2,000.00	\$2,000.00
	- 2 Virtual CPU			
	- 1TB Data Transfer			
	99.9% Network and Hardware SLA			
iii	SSL certification (per annum)	1	\$150.00	\$150.00
iv	SSL certification with extended validation (per annum)	1	\$400.00	\$400.00
B	Website Maintenance			
i	Ad-hoc content update (per manhour)	1	\$200.00	\$200.00
	- Dependent on scope-of-work required			
C	Website Content Tagging			
	To curate and propose appropriate tags for the articles/content on the website			
i	- For Industry Practitioners (Industry Guidelines - Health)	4	\$50.00	\$200.00
ii	- For Industry Practitioners (Industry Guidelines - Life)	5	\$50.00	\$250.00
iii	- For Industry Practitioners (Industry Guidelines - Other)	12	\$50.00	\$600.00
iv	- For Industry Practitioners (Continuing Professional Development)	15	\$50.00	\$750.00
v	- For Industry Practitioners (CPFIS Fund Performance)	74	\$50.00	\$3,700.00
vi	- For Industry Practitioners (Group Insurance)	3	\$50.00	\$150.00
vii	- Industry Performance	68	\$50.00	\$3,400.00
viii	- LIA Online Newsletter	33	\$50.00	\$1,650.00
ix	- Consumer Guides	10	\$50.00	\$500.00
D	Infographics Design & Creation			
i	A5 sized, simple	1	\$1,067.00	\$1,067.00
ii	A5 sized, semi-detailed	1	\$3,234.00	\$3,234.00
iii	A5 sized, detailed	1	\$4,708.00	\$4,708.00
iv	A4 sized, simple	1	\$1,417.25	\$1,417.25
v	A4 sized, semi-detailed	1	\$4,009.50	\$4,009.50
vi	A4 sized, detailed	1	\$5,989.00	\$5,989.00

- Terms governing this estimate:**
1. The prices quoted are estimates and are subject to change should there be revisions to the project criteria and/or material specifications.
 2. Packaged prices, if offered, will be withdrawn if any packaged item is removed/replaced. This estimate is in Singapore Dollars and valid for 14 days.
 3. 50% of the full amount is required prior to project commencement with the remaining amount to be billed within 45 days of FA commencement, regardless FA development for specific or all deliverables is halted or cancelled.
 4. All out-of-scope items and/or third-party costs are to be charged separately and subject to agency commission of 15%.
 5. Different Pte Ltd reserves the right to charge 50% cancellation fee on items that are cancelled after project commencement.
 6. Different Pte Ltd reserves the right to levy interest charges calculated at 2% per month on all overdue amounts.
 7. All designs created in the course of the project development are proprietary of Different Pte Ltd. Dissemination and/or amendments to our designs are not permissible without our consent.

ACCEPTANCE & AGREEMENT

to terms and notes to this quote:

Authorised signature and company stamp