

Pricing Tables – Best Practices, Tips and Inspiration

by Daniels Mekšs

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Pricing tables have become an essential element of every online business website. While it can hike up your business if done neatly, it can also be the tombstone of your online business. A pricing table's task is to help users choose the best pricing plan for them based on their needs. But we often find the tables dazzling and hard to understand. Designing an efficient pricing table requires a subtle yet solid mix of design and usability. In this post I'm going to share some tips on creating stunning pricing tables, discuss some of the best practices and present a list of some of the most successful pricing tables out there.

Structure

Most of the pricing tables are horizontal because it's easier to compare the offers and see features. That doesn't mean you should always use the horizontal layout, though. It really depends on the variety and complexity of the information you want to display in the chart. Best practice is to use a horizontal solution when you have to display a lot of features and a vertical one when you don't have a lot of plans to offer and you're not planning to include a long list of features.

The screenshot shows the Dropbox website's pricing section. At the top, there's a navigation bar with the Dropbox logo and a 'Log in' button. Below the navigation bar, there's a horizontal line with a 'Back to home' link. The main content area features three pricing plans arranged vertically. Each plan is represented by a card with the Dropbox logo, the plan name, the price, and an 'Upgrade' button. The plans are: Basic (Free), Pro 50 (\$9.99/month), and Pro 100 (\$19.99/month). Above the plans, there's text explaining the free account and providing links for more information.

Plan	Price	Upgrade Button
Basic	Free	
Pro 50	\$9.99/month	Upgrade to Pro 50
Pro 100	\$19.99/month	Upgrade to Pro 100

[Dropbox](#) is an example of vertical layout pricing chart. Their plans only have minor differences so this is an efficient way to display them.

What do credits get me? 1 credit = 1 email sent
5 credits = 1 SMS sent

Monthly Plans Recommended

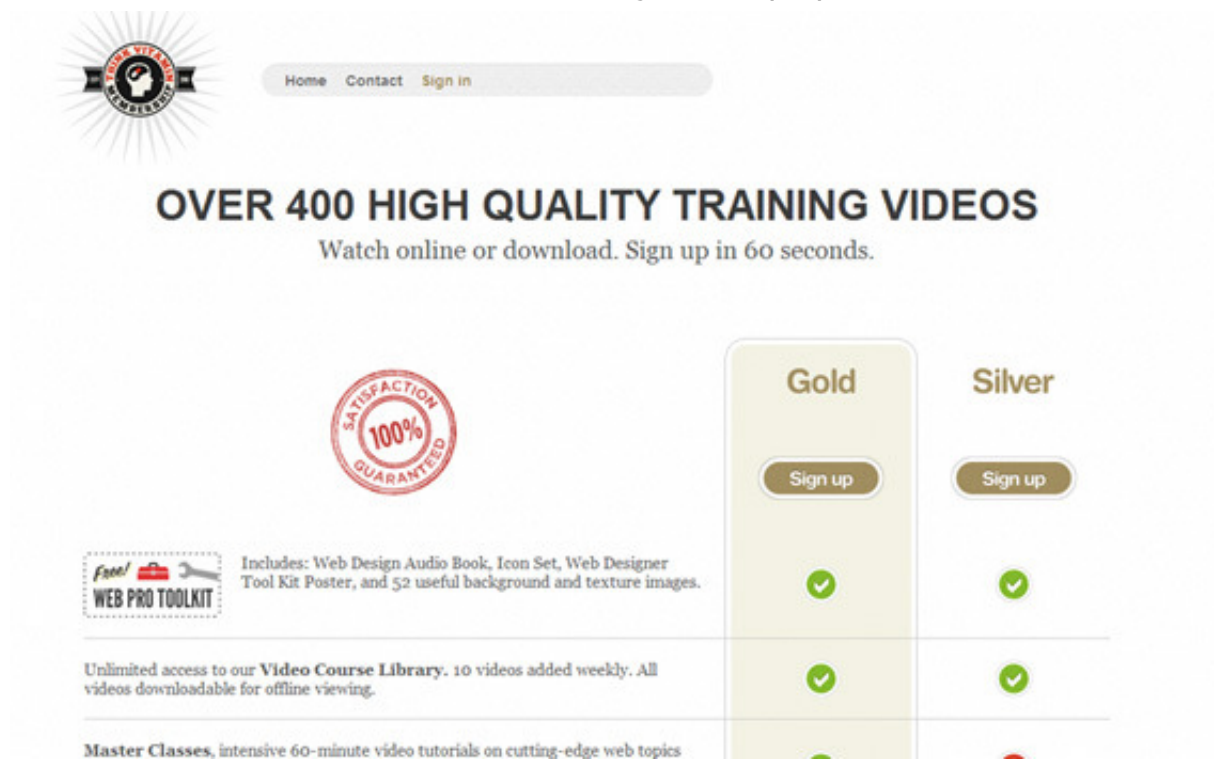
ROCKSTAR	ROAD BAND	STUDIO BAND	OPENING BAND	LOCAL BAND	GARAGE BAND
\$199 MONTHLY	\$125 MONTHLY	\$69 MONTHLY	\$39 MONTHLY	\$19 MONTHLY	\$9 MONTHLY
50,000 Credits/Mo. 350 MB MB Storage	25,000 Credits/Mo. 300 MB MB Storage	10,000 Credits/Mo. 250 MB MB Storage	5,000 Credits/Mo. 200 MB MB Storage	2,500 Credits/Mo. 150 MB MB Storage	1,000 Credits/Mo. 100 MB MB Storage
GET THIS PLAN	GET THIS PLAN	GET THIS PLAN	GET THIS PLAN	GET THIS PLAN	GET THIS PLAN
Possibilities 50,000 emails	Possibilities 25,000 emails	Possibilities 10,000 emails	Possibilities 5,000 emails	Possibilities 2,500 emails	Possibilities 1,000 emails
OR	OR	OR	OR	OR	OR
25,000 emails & 5000 SMS Messages	12,500 emails & 2500 SMS Messages	5,000 emails & 1000 SMS Messages	2,500 emails & 500 SMS Messages	1,250 emails & 250 SMS Messages	500 emails & 100 SMS Messages

Need more than 50k?

[Champion Sound](#) is a classic example of horizontal pricing table structure. They need to include some features which are easier to compare viewed side by side so a horizontal layout is the best solution here.

Design

Design can do one of two things to your business – either sink it or raise it to the top. You have to be very careful when designing a pricing chart. Fonts, headlines, layout – it all has to be balanced and done neatly. Furthermore you have to make sure the chart's design works with the main site. However don't forget about your main goal. In pricing tables, design is just a tool to achieve your objectives, namely – increase sales. Simplicity is the key to success. Remember that you're not creating a collage for school, you're creating a design for a specific reason. Don't clutter your chart with unnecessary elements. A common mistake is to write down a list of features most of the plans don't offer and then put dozens of red crosses in your chart. Consumers don't want to see what you're not offering, they want to see what you've got and for what price.



Think Vitamin logo: A circular logo with a stylized 'V' and the text 'THINK VITAMIN' and 'MEMBERSHIP'.

Navigation: Home Contact Sign in

OVER 400 HIGH QUALITY TRAINING VIDEOS

Watch online or download. Sign up in 60 seconds.

Satisfaction 100% Guaranteed

Free! WEB PRO TOOLKIT
Includes: Web Design Audio Book, Icon Set, Web Designer Tool Kit Poster, and 52 useful background and texture images.

Unlimited access to our **Video Course Library**. 10 videos added weekly. All videos downloadable for offline viewing.

Master Classes, intensive 60-minute video tutorials on cutting-edge web topics

	Gold	Silver
Sign up	Sign up	Sign up
✓	✓	✓
✓	✓	✓
✓	✓	✓

[Think Vitamin](#) is an excellent example of proper use of design in pricing charts. In the left section you can see features and the most important phrases are bold. They're using subtle green checkmarks and there are only two red crosses which are necessary to compare these two plans.



rule fm logo

PLANS & PRICING TAKE THE TOUR BLOG CONTACT WATCH THE TRAILER

CHOOSE YOUR PLAN

All paid plans have **unlimited** access to current & future Rule.fm features

All plans include a **30-day free trial!**
No long-term commitment. Just pay-as-you-go.

ESPRESSO	TALL	GRANDE
SMALL TEAMS	RECOMMENDED	LARGE TEAMS
\$24 / month 3GB STORAGE 30-day free trial CHOOSE PLAN	\$49 / month 7GB STORAGE 30-day free trial CHOOSE PLAN	\$99 / month 20GB STORAGE 30-day free trial CHOOSE PLAN
UNLIMITED • Users & Contacts • Projects • Customers • Documents more...	UNLIMITED • Users & Contacts • Projects • Customers • Documents more...	UNLIMITED • Users & Contacts • Projects • Customers • Documents more...

Add shot? CONTACT US

[Rule.fm](#) is another example of appropriate use of design in pricing charts. They've adapted the chart to their main design and have managed to use design elements neatly and plainly.

Emphasis

Emphasizing one specific plan is a common practice and you should do the same. With a lot of different plans to choose from it's important to make it as easy as possible for your customers to choose the right one for them.

With an emphasis on one particular plan you immediately draw your visitors attention to that one special plan. Most of the services choose to highlight the most popular package, however you can experiment. Yet don't go to extremes- highlighting the cheapest and most expensive plans won't bring much income. Emphasizing the right one can seriously enhance your business and it can also be incredibly useful from a potential customers point of view.

There are plenty of ways to emphasize a plan. Vivid colors, different backgrounds, badges, frames, huge call to an action buttons. Design and creativity – it's all up to you. However keep in mind that exaggeration will only do harm. Never emphasize more than one pricing plan. Using different backgrounds for each pricing plan can be fine though you have to be careful with that too.

BASIC	PROFESSIONAL	BUSINESS	ENTERPRISE	PREMIER
\$29 monthly	\$59 monthly	\$99 monthly Most Popular	\$249 monthly	\$699 monthly
Sign Up	Sign Up	Sign Up	Sign Up	Sign Up
waived	waived	waived	waived	waived
2.0%	1.0%	1.0%	0.5%	0%
100	2,500	10,000	25,000	50,000
100 MB	500 MB	1000 MB	2.5 GB	5 GB
unlimited	unlimited	unlimited	unlimited	unlimited
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
	✓	✓	✓	✓
		✓	✓	✓

[Shopify](#) uses a bigger background graphic and price font size to emphasize their most popular plan. They're using different backgrounds for each pricing plan though they haven't exaggerated the color scheme and the colors create the right ambiance.

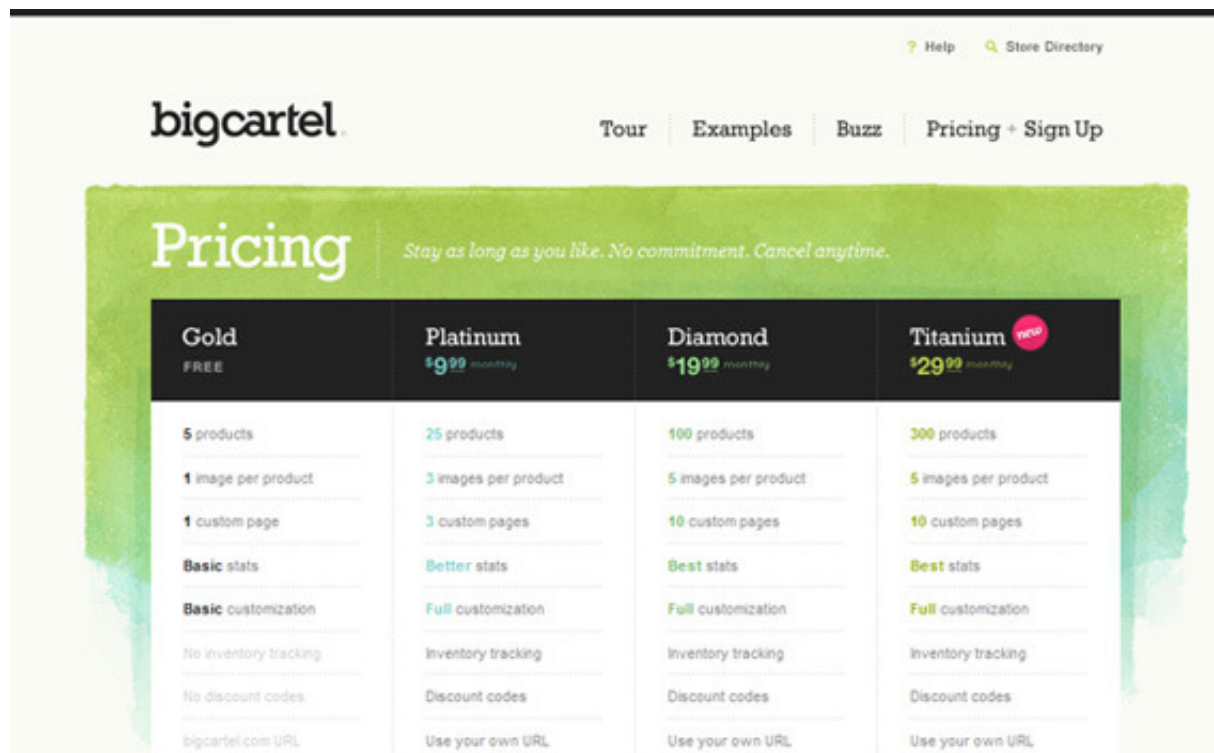
.NS

	MINI For Small Groups The simplest and fastest way to set up a social network for your classroom, community group, small non-profit or family SIGN UP	PLUS Advanced Features The tools and features you need to customize your Ning Network with greater design flexibility and control over your members' experience SIGN UP	PRO Built for Scale The ideal solution for building a custom social experience with premium add-ons, integration options, and more bandwidth and storage SIGN UP
Price	\$2.95 Monthly or \$19.95/year* (save 44%)	\$19.95 Monthly or \$199.95/year* (save 17%)	\$49.95 Monthly or \$499.95/year* (save 17%)
Featured Networks	Education	Health	
Members	Up to 150	Unlimited	Unlimited
Storage ?	1 GB	10 GB	20 GB + upgrade
Bandwidth ?	10 GB	100 GB	200 GB + upgrade

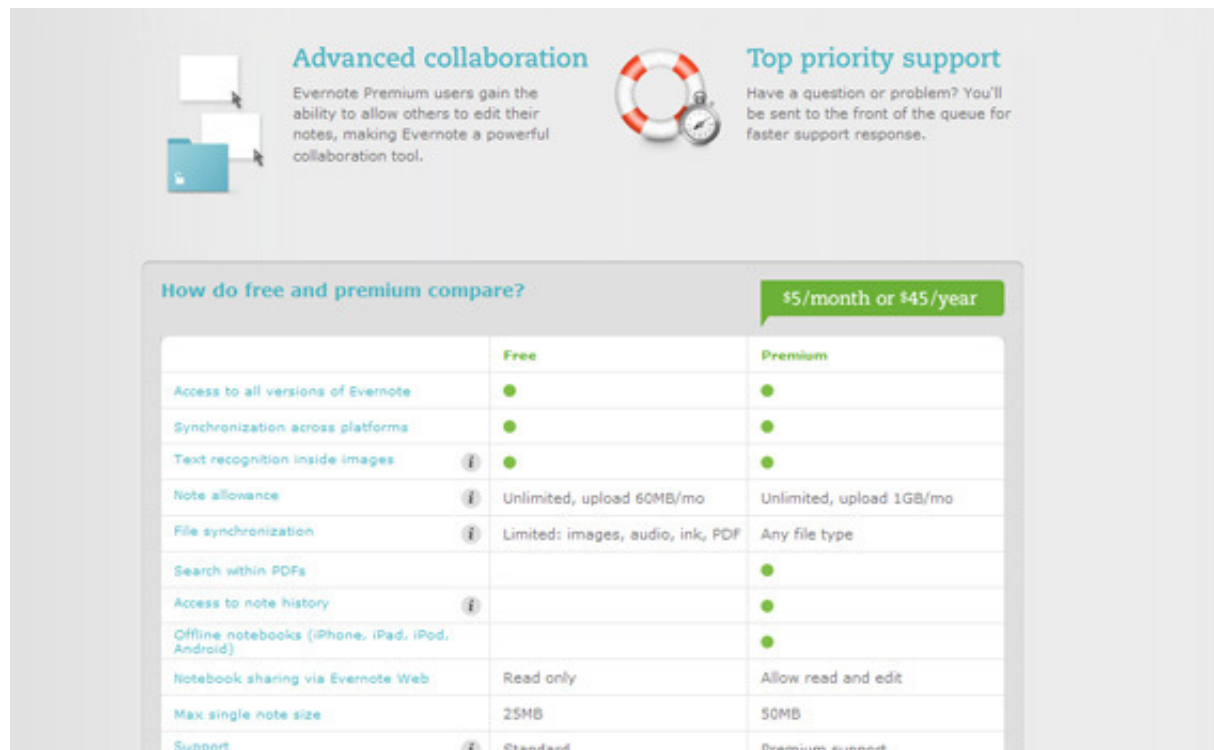
[Ning](#) is using a different background color to emphasize one specific plan. Note that it's the medium-price plan so emphasizing is most likely used as a marketing strategy. The green immediately catches your attention and most likely you won't even look at the other pricing plans.

Difference

If you're offering both free and premium plans then from the business perspective your goal is clear – convince people to choose the premium plan. This is where design and marketing play a major role. You have to be able to share your message quickly and in a visually effective way. It may not be important if you don't offer a free plan though you should still be aware of this. Try to distinguish the differences between pricing plans as clearly as you can. A common mistake you should avoid is writing down a list of features that are available in each plan. Also think about the sequence. You want to place your main and distinctive features for each plan somewhere near the top. As you're coming to the bottom you can start to include some features that are provided in all plans.



When looking at the [Big Cartel](#) pricing chart I just can't fight the feeling of actually wanting to sign up. They've managed to distinguish their premium plans from their free plans and make it very appealing.



[Evernote](#) has also achieved an appealing look for their premium plan. Besides the smooth pricing chart they've got some descriptions with icons in the page. Remember that charts ain't the only way to attract clients.

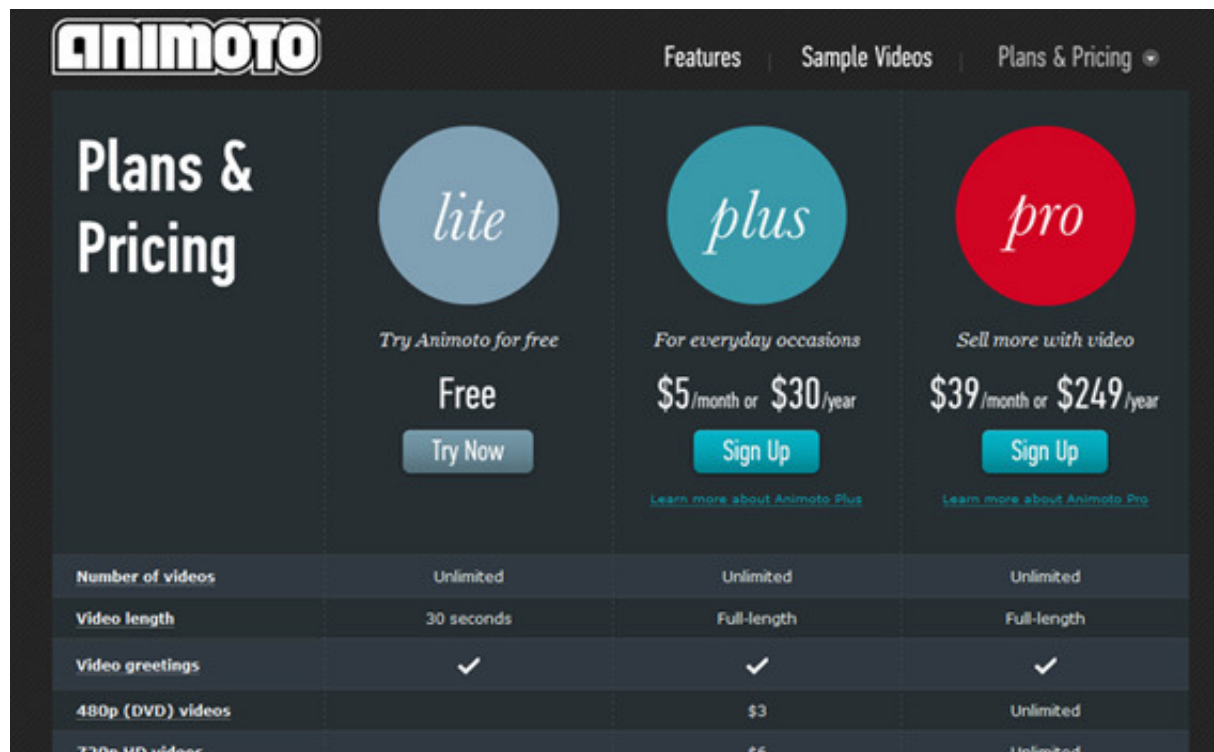
Be Clear

While you may think that offering more plans is effective and gives costumers a wider range of choice, having too many plans can severely affect your bottom line. What's more, a lot of services don't offer enough unique features to sustain a lot of pricing plans. The most popular solution is to have about 2-5 plan options. Going beyond that will

just confuse your costumers and harm your business.

So you've created your, let's say, three pricing plans and now you have to introduce the clients to the services you offer. You write down every single thing you offer including a lost password's recovery. Then you look at your final result and conclude that you have to scroll the page down to see all the features. That's a fine thing to do if you want to shoo your costumers for good.

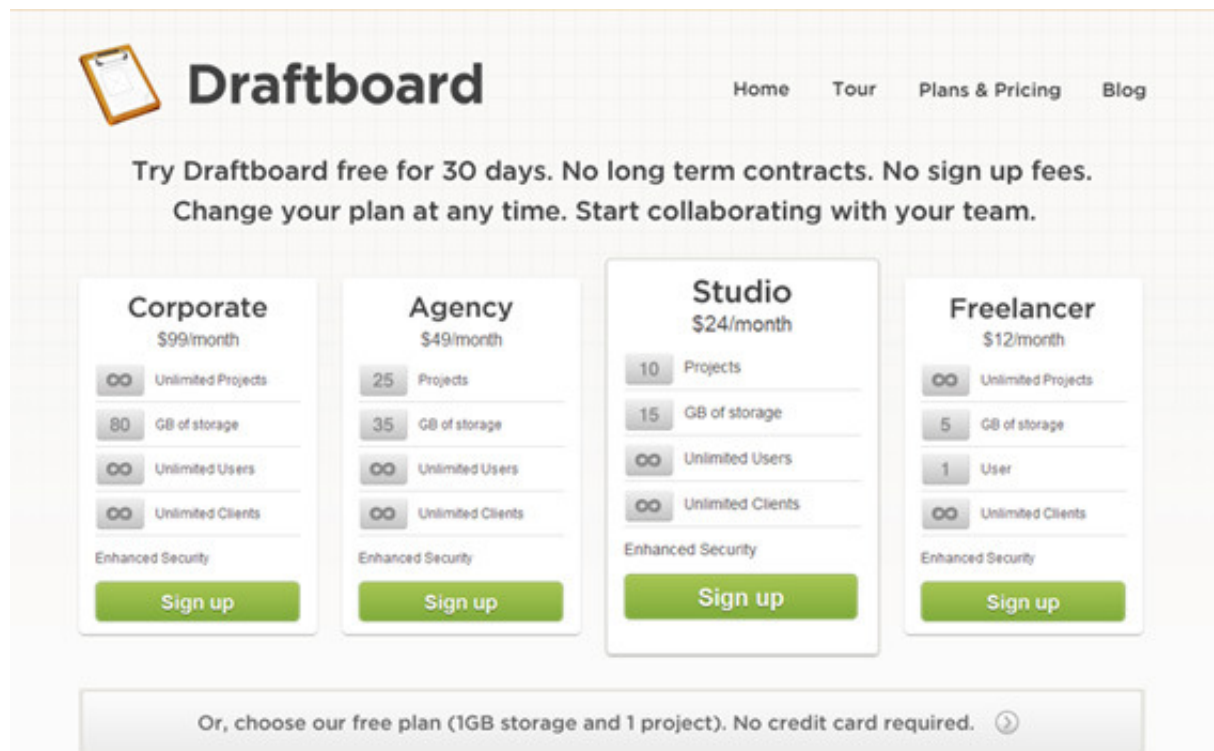
Having the right pricing plans isn't enough. You have to present your services the right way. There are pricing tables that leave you uncertain and confused about what the company is trying to sell. And there are tables that leave you puzzled and overwhelmed by the quantity of features. With more features the amount of information the visitor has to absorb grows. You need to find the right balance between too much and not enough information. You want your feature list to be comprehensive but concise so that after reading it the potential consumer can know what he's getting for his money.



The image shows the Animoto website's pricing page. It features a dark background with the Animoto logo at the top left. Navigation links for 'Features', 'Sample Videos', and 'Plans & Pricing' are at the top right. The 'Plans & Pricing' section is highlighted. Three pricing plans are presented: 'lite' (blue circle), 'plus' (teal circle), and 'pro' (red circle). Each plan has a 'Try Now' or 'Sign Up' button. Below the plans is a table comparing features across the three plans.

	lite	plus	pro
	Try Animoto for free	For everyday occasions	Sell more with video
	Free	\$5/month or \$30/year	\$39/month or \$249/year
	Try Now	Sign Up	Sign Up
	Learn more about Animoto Plus	Learn more about Animoto Pro	
Number of videos	Unlimited	Unlimited	Unlimited
Video length	30 seconds	Full-length	Full-length
Video greetings	✓	✓	✓
480p (DVD) videos		\$3	Unlimited
720p HD videos		\$5	Unlimited

[Animoto](#) pricing chart undoubtedly won't leave you confused. They're using a minimalist design style with some accents. They're offering three pricing plans and each of them is distinct. The main features are listed at the top and followed by more advanced features which are offered only in the pro plan.



Draftboard

Home Tour Plans & Pricing Blog

Try Draftboard free for 30 days. No long term contracts. No sign up fees.
Change your plan at any time. Start collaborating with your team.

Corporate	Agency	Studio	Freelancer
\$99/month	\$49/month	\$24/month	\$12/month
Unlimited Projects	25 Projects	10 Projects	Unlimited Projects
80 GB of storage	35 GB of storage	15 GB of storage	5 GB of storage
Unlimited Users	Unlimited Users	Unlimited Users	1 User
Unlimited Clients	Unlimited Clients	Unlimited Clients	Unlimited Clients
Enhanced Security	Enhanced Security	Enhanced Security	Enhanced Security
Sign up	Sign up	Sign up	Sign up

Or, choose our free plan (1GB storage and 1 project). No credit card required. [→](#)

[Draftboard](#) has gone with the “less is more” approach. They’re using a modest gray pricing chart with green accents. The chart is not cluttered with unnecessary elements so it’s very easy to comprehend. Plus they’ve highlighted one particular plan so it’s even easier for potential clients to make the decision.

Wrapping up


A lot to take into consideration, isn’t it? Well, wherever there’s money involved you’ll have to adapt and shape your design in order to achieve the desired result. I hope these five points helped you to get a little insight into designing effective pricing tables and gave you a clearer idea about embracing design and how best to combine it with marketing. These guidelines aren’t written in stone and it’s up to you how you follow them. Maybe you find them useless for your business and that’s absolutely fine. There is no one right formula for designing pricing tables since every business is a bit different. However I believe that these points made you at least consider your existing/forthcoming pricing table. That would be about it from theory outlook. Time to give you some terrific examples. Below you’ll find 15 examples of well-designed pricing tables for your inspiration.

Inspiration

1. [Skype](#)

What does it all cost?

See what's free and how much you can get for just a little more.




Free

See how much you can do for free

Get Skype and start talking to the world

- Skype-to-Skype calls
- One-to-one video calls
- Instant messaging
- Screen sharing

[Get Skype](#)



Pay As You Go


From 2.3¢¹ a minute

Great for regular calls to phones. And add features when you need them with Skype Credit.

- Call phones and mobiles
- SMS
- Call forwarding

[View rates](#)

[Buy Credit](#)




Subscriptions

From 1.2¢ a minute

Perfect for frequent calling and to get Skype's lowest calling rates when calling abroad.

- Lowest calling rates
- Choose unlimited calling²
- Best rates with a 3 or 12 month subscription

[Get a subscription](#)



Skype Premium


Group video from \$8.99/month

Get together with three or more³ people over group video.

- Group video calling
- Get help when you need it with live chat support
- Day pass or monthly subscription available

[Buy Skype Premium](#)





2. [Teambox](#)



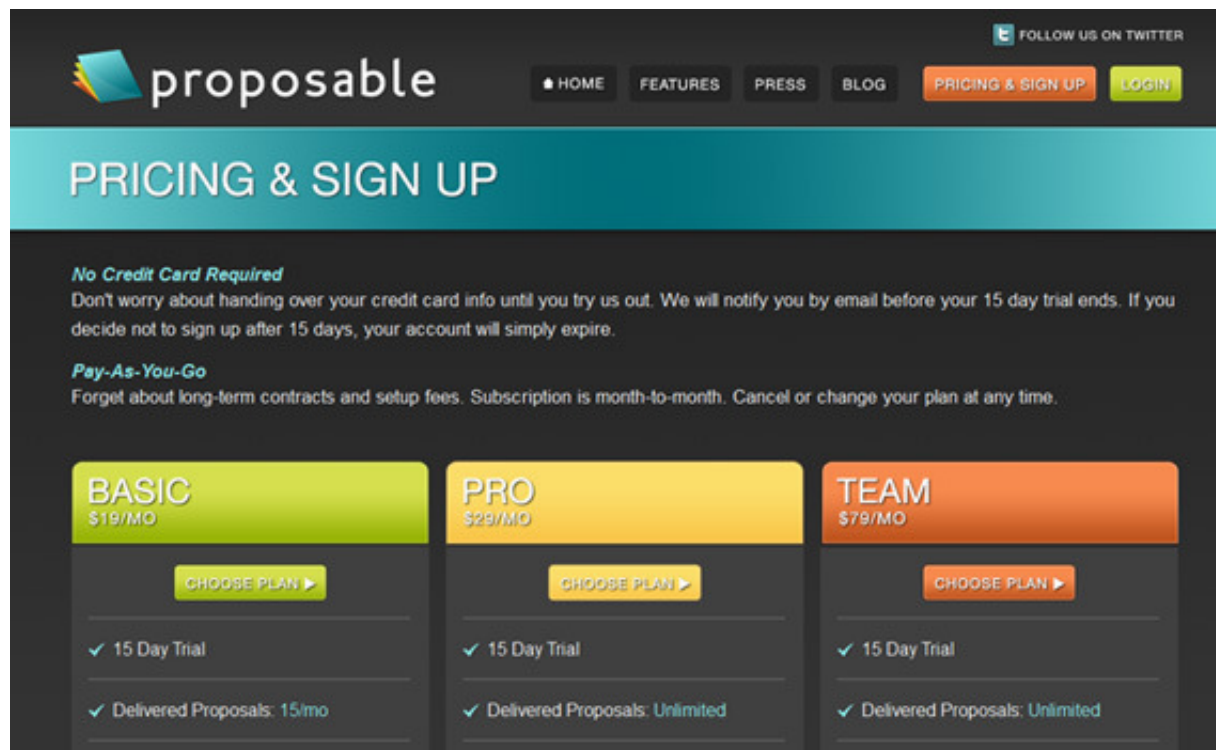
[Home](#)
[Pricing](#)
[What](#)

Pricing plans

Get out of your inbox and into a Teambox

		Projects	Storage	Search	
Professional	\$99/mo	100	50 GB	✓	
Basic <i>*most popular option</i>	\$29/mo	20	10 GB	✓	
Personal	\$12/mo	6	200 MB	✗	
Free	\$0/mo	3	50 MB	✗	

3. [Proposable](#)



proposable [HOME](#) [FEATURES](#) [PRESS](#) [BLOG](#) [PRICING & SIGN UP](#) [LOGIN](#) [FOLLOW US ON TWITTER](#)

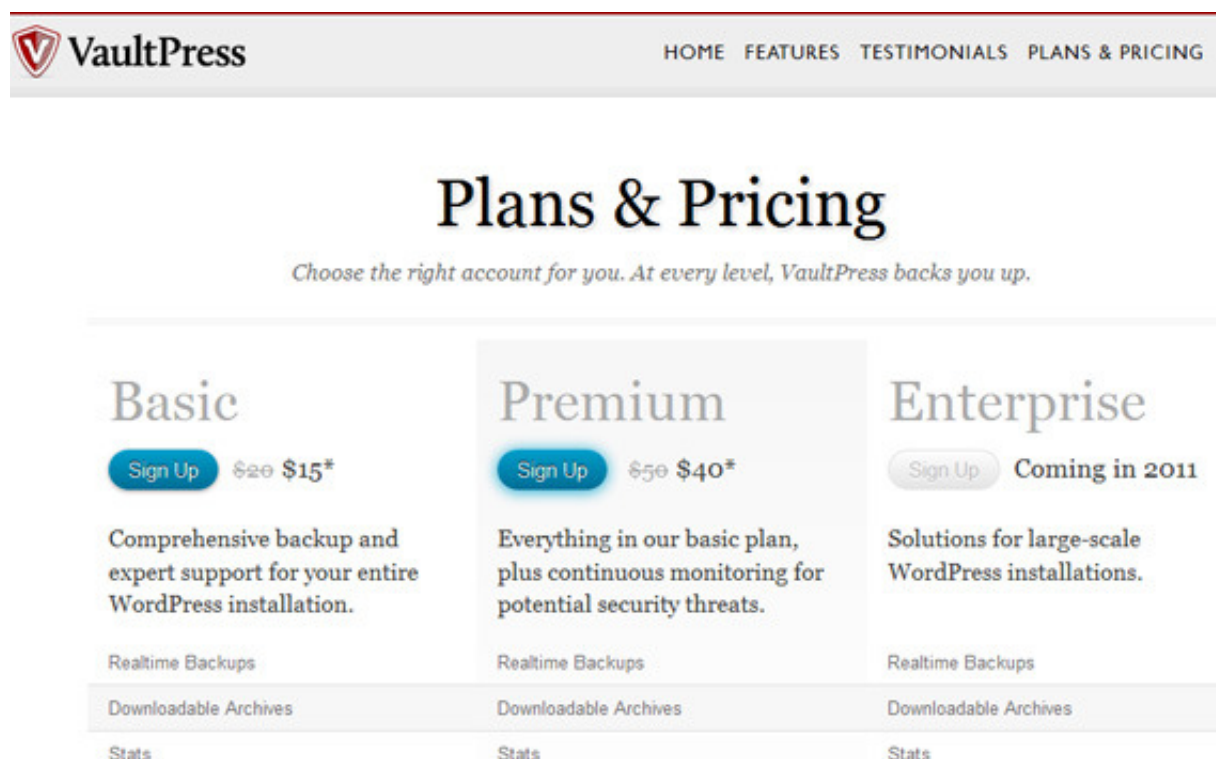
PRICING & SIGN UP

No Credit Card Required
Don't worry about handing over your credit card info until you try us out. We will notify you by email before your 15 day trial ends. If you decide not to sign up after 15 days, your account will simply expire.

Pay-As-You-Go
Forget about long-term contracts and setup fees. Subscription is month-to-month. Cancel or change your plan at any time.

BASIC \$19/MO	PRO \$29/MO	TEAM \$79/MO
CHOOSE PLAN ▶	CHOOSE PLAN ▶	CHOOSE PLAN ▶
✓ 15 Day Trial	✓ 15 Day Trial	✓ 15 Day Trial
✓ Delivered Proposals: 15/mo	✓ Delivered Proposals: Unlimited	✓ Delivered Proposals: Unlimited

4. [Vaultpress](#)



VaultPress [HOME](#) [FEATURES](#) [TESTIMONIALS](#) [PLANS & PRICING](#)

Plans & Pricing

Choose the right account for you. At every level, VaultPress backs you up.

Basic	Premium	Enterprise
Sign Up \$20 \$15*	Sign Up \$50 \$40*	Sign Up Coming in 2011
Comprehensive backup and expert support for your entire WordPress installation.	Everything in our basic plan, plus continuous monitoring for potential security threats.	Solutions for large-scale WordPress installations.
Realtime Backups	Realtime Backups	Realtime Backups
Downloadable Archives	Downloadable Archives	Downloadable Archives
Stats	Stats	Stats

5. [Drupal Gardens](#)

Pricing Sign up Log in

drupal gardens

Drupal Gardens pricing plans

Get started for free!

	Starter Free	Basic \$11 ⁹⁵ / _{mo}	MOST POPULAR Professional \$19 ⁹⁵ / _{mo}	Premium \$39 ⁹⁵ / _{mo}	Unlimited \$79 ⁹⁵ / _{mo}
		\$8 ²⁵ / _{mo} \$99/year	\$12 ⁴² / _{mo} \$149/year	\$24 ⁹² / _{mo} \$299/year	\$49 ⁹² / _{mo} \$599/year
Bandwidth [™]	5 GB	500 GB	1 TB	5 TB	Unlimited
Storage [™]	50 MB	5 GB	1 TB	5 TB	Unlimited
Members [™]	5	200	1,000	5,000	Unlimited
Webform responses [™]	100/form	600/mo	3,000/mo	15,000/mo	Unlimited
Standard features [™]	✓	✓	✓	✓	✓
Export site [™]	✓	✓	✓	✓	✓

Limited time offer! Pay annually & save up to 37%

6. [Wufoo](#)

Wufoo -- Pricing & Signup Login!

AD INFINITUM	CARPE DIEM	BONA FIDE	AD HOC	GRATIS
\$199.95 per Month	\$69.95 per Month	\$29.95 per Month	\$14.95 per Month	FREE!
Sign Up!	Sign Up!	Sign Up!	Sign Up!	Sign Up!
60 Users Unlimited Forms Unlimited Reports Maximum Fields* 100,000 Entries / Month 10GB Storage SSL Encryption Payment Integration	20 Users Unlimited Forms Unlimited Reports Maximum Fields* 15,000 Entries / Month 3GB Storage SSL Encryption Payment Integration	5 Users Unlimited Forms Unlimited Reports Maximum Fields* 3,000 Entries / Month 1GB Storage SSL Encryption Payment Integration	1 User 10 Forms 20 Reports Maximum Fields* 500 Entries / Month 250MB Storage	1 User 3 Forms 3 Reports 10 Fields 100 Entries / Month

Home · About · FAQ · Features · Examples · Partners · Clients · Pricing


What is Wufoo?
Our HTML form builder helps anyone create contact forms,

Flexible!

Secure.

Benefits of Paid Plans
• Upload Files to your Form

7. [Formstack](#)


 The Smart Way to Collect and Manage Data

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Call us at **800.845.669**

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[How It Works](#)
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[Features](#)
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Pricing

14-Day **FREE** Trial on All Accounts!

No signup fees, minimum contracts or long-term commitments. Upgrade, downgrade and cancel at any time.

Max \$159/month	MOST POPULAR PLAN Professional \$29/month	Business \$59/month
1,000 forms	20 forms	100 forms
Unlimited Fields/Form	200 Fields/Form	Unlimited Fields/Form
100,000 Saved Entries/Form	2,000 Saved Entries/Form	10,000 Saved Entries/Form
10GB file upload storage	1GB file upload storage	2GB file upload storage

8. [Squarespace](#)

Standard	Advanced <small>Most Popular</small>	Business
\$12 /MO	\$20 /MO	\$36 /MO
Save \$16/year \$144.00 billed upon purchase	Save \$26/year \$240.00 billed upon purchase	Save \$48/year \$432.00 billed upon purchase
Who's it for? Our Standard Package is appropriate for many small websites and blogs on their own custom domain.	Who's it for? Our Advanced Package is great for users wanting additional customization and control.	Who's it for? Our Business Package is perfect for any business requiring data collection and audience tools.
CORE FEATURES 10 PAGES MAX 1TB BANDWIDTH 3GB STORAGE	CORE FEATURES UNLIMITED PAGES UNLIMITED BANDWIDTH UNLIMITED STORAGE	CORE FEATURES UNLIMITED PAGES UNLIMITED BANDWIDTH UNLIMITED STORAGE
@ Custom Domain	@ Custom Domain	@ Custom Domain
Unlimited Support	Unlimited Support	Priority Support

9. [Zendesk](#)

Stay on top of all your customer conversations

Try Zendesk for free for 30 days and decide what plan is best for you during your trial.

STARTER

\$9
Per agent/month

Basic mail & web help desk for up to 3 agents.

REGULAR

~~\$29~~ **\$24**
with annual billing
Per agent/month

Domain mapping, flexible data views and knowledge base management

PLUS+

~~\$59~~ **\$49**
with annual billing
Per agent/month

Agent collision warnings, analytics, data portability and 24-hr phone support from our team.

[See how PLUS+ compares](#)

[Contact us for volume pricing](#)

Full Name

Email

Phone Number
555-123-4567

Company

Sitename
[] .zendesk.com

We'll create and host your help desk at this address

Size of help desk:
Please Select

☐ I agree to the terms & conditions and privacy

HOW THE TRIAL WORKS

10. [Crazyegg](#)



crazyegg. visualize your visitors

[? Help](#)
[LOGIN](#)

[HOME](#)
[OVERVIEW](#)
[DEMO](#)
[PRICING & SIGNUP](#)

30-day Moneyback Guarantee on All Accounts

Get started in less than 60 seconds. Pick a plan below to sign up!

	Pro \$99 / month	Plus \$49 / month	Standard \$19 / month	Basic \$9 / month
Visits you can track per month	250,000	100,000	25,000	10,000
Pages you can track at once	100	50	20	10
Advanced Features	✓	✓	✓	✓
Hourly Reporting	✓	✓		
	SIGN UP	SIGN UP	SIGN UP	SIGN UP

What steps are involved in using Crazy Egg?

How does the 30-day money back guarantee work?

11. [WooThemes](#)

[Home](#)
[Our Themes](#)
[Pricing](#)
[Affiliates](#)
[Blog](#)
[Support](#)
[Contact](#)
[Showcase](#)
[LOGIN](#)

Theme Membership and Pricing Details

Have your pick between individual Wordpress theme packages, or subscribe to our club and get them ALL!

WORDPRESS PACKAGE FEATURES & PRICING OPTIONS:

PACKAGE FEATURES	STANDARD PACKAGE	DEVELOPER PACKAGE	ENTERPRISE THEMES	WORDPRESS THEME CLUB
Concurrent Domain Uses	Unlimited			Join our WordPress theme club and get access to all 90 themes in our collection.
Bonus Themes	2	3	0	
Support Access	✓	✓	✓	
Theme Updates	✓	✓	✓	
Includes Photoshop Files	✗	✓	✓	
Advanced Functionality	✗	✗	✓	
	\$70	\$150	\$200	FIND OUT MORE

12. [Campaign Monitor](#)

Pay per campaign

Great if you only send emails occasionally. You'll only pay when you send an email campaign to more than 5 people. Each campaign costs \$5 plus 1¢ for each recipient.

\$5	+	1¢
PER CAMPAIGN		PER RECIPIENT

Pay monthly for unlimited campaigns

Perfect for anyone who sends at least one campaign a month. We'll bill your card monthly based on the size of your subscriber list. The monthly fee adjusts automatically as your list grows and shrinks.

SUBSCRIBERS	0 - 500	501 - 2,500	2,501 - 5,000	5,001 - 10,000	10,001 - 25,000	25,001 - 50,000
MONTHLY COST	\$15	\$30	\$55	\$100	\$250	\$500
SEND LIMIT	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited

No matter how you pay, there are **no contracts, setup fees, or nasty lock-ins**, and you can **cancel at any time**.

Try Campaign Monitor for free!

Choose how to pay when you start sending campaigns

[SIGN UP FREE](#)

13. [Raven Tools](#)

Raven Pricing and Plans

SEARCH

It's so worth the money.
Try Raven free for 30 days—no credit card required

Solo \$19 per month OUR SIMPLEST PLAN	Pro \$99 per month OUR MOST POPULAR PLAN	Agency \$249 per month OUR BEST VALUE
1 User	2 Users	8 Users
3 websites	Unlimited websites	Unlimited websites
100 keyword rankings	1,000 keyword rankings	2,500 keyword rankings
1,000 managed links	50,000 managed links	150,000 managed links
	Twitter & Facebook monitoring	Twitter & Facebook monitoring

FREE 30 DAY TRIAL
No credit card required

Need even more? We have an Enterprise plan just for you.

14. [Typekit](#)

typekit Register Sign in

Feature Tour Pricing Browse Fonts Foundries Gallery About Blog Help Find fonts

Find the plan that's right for you

All accounts are free for 30 days. No risk!

Free This one's on us	Personal Perfect for your blog	Portfolio Everything you need	Performance Awesome capacity
25,000 Pageviews/month Trial Library access 1 Website 2 Fonts per site Typekit badge required	50,000 Pageviews/month Personal Library access 2 Websites 5 Fonts per site	500,000 Pageviews/month Full Library access Unlimited Websites Unlimited Fonts per site	1,000,000 Pageviews/month Full Library access Unlimited Websites Unlimited Fonts per site SSL serving
Sign up	\$24.99 per year Sign up	\$49.99 per year Sign up <i>That's just \$4 per month!</i>	\$99.99 per year Sign up

Enterprise Customers: We offer more pageviews, prioritized support, self-hosting, custom font delivery, and more. [Let's talk.](#)

Trusted by the web's biggest sites

twitter The New York Times GIZMODO zynga Harvard Business Review WordPress lost.fm




15. [Business Catalyst](#)

Pricing

[Client Plans](#)[Partner Plans](#)[How it Works](#)

Replace 5+ Systems with 1 Monthly Fee.

Your toolbox used to be a complicated mess of different systems for different jobs. With Business Catalyst, you've finally got 1 complete platform for your clients' business needs. Below is a quick guide to Business Catalyst's wholesale plans and features.

Starter \$9/mo	Business \$19/mo	Pro \$39/mo
HOSTED CONTENT MANAGEMENT PLUS ANALYTICS	EVERYTHING YOU GET IN THE STARTER PLAN, PLUS...	EVERYTHING YOU GET IN THE BUSINESS PLAN, PLUS...
		
Use BC to build a manageable, custom website for your clients, with FTP and Dreamweaver support.	Help your clients track their customers and leads with a built-in CRM-style database.	Sell anything — both physical products and electronic products, and enable web forms to collect payments!
<small>1 Year, 100,000 Hits, 100,000 Hits</small>	<small>1 Year, 100,000 Hits, 100,000 Hits</small>	<small>1 Year, 100,000 Hits, 100,000 Hits</small>

◆ [Email this](#) ◆ [Add to del.icio.us](#) ◆ [Save to del.icio.us](#)