



WEBSITE PROPOSAL PROVIDED
BY INSIGHT CREATIVE, INC.

Overview

Oshkosh Defense would like a new website with a similar site map but streamlined design and better functionality including a reorganization of the vehicle information and enhanced exposure for community involvement. Copy and photos will be provided by Oshkosh Defense. Ultimately, the goal of this site is to educate the public, provide a single-source “feel good” portal to the world, promote employment opportunities and feature what Oshkosh Defense does for our country. In short, it is a reputation management tool.

Redesign Oshkosh Defense Website

- Refreshed navigation to include
 - 130+ regular site pages which will be reorganized to better highlight product
 - 520 blog pages
- New easy-to-update design to include
 - Custom built WordPress functionality
 - Custom page templates
 - Reusable custom modules
- Consistent graphics and imagery across the entire site
- SEO site optimization (page titles, image alt text, h1 tags, etc.)
- Cross browser testing for PC/Mac Chrome, Firefox, Safari, and common iPhone/Android

Total* **\$29,750-\$35,350**

Price variation is dependent on if login credentials are provided for the current site.

**Does not include website hosting, copy or photography, see below. Also, does not include travel.*

Website Hosting:

- Annual website hosting on dedicated server
- 24/7 monitoring and scanning of all site files
- Blacklist monitoring
- Off-site backup of all site files and databases
- Professional level WAF (Web Application Firewall)

Total* **\$350.00/yr**



OSHKOSH DEFENSE WEBSITE PROPOSAL

☐ Basic Maintenance Plan

The goal is to make sure that your WordPress website is always up to date and secure. WordPress is a powerful content management system (CMS) and is in constant development. The WordPress software and plug-ins need to be regularly updated to ensure security and site performance. What regular maintenance provides:

- Weekly site and database backups ensure your site will not be lost in the event of a hack or other site failure
- WordPress bug fixes and updates, plug-in updates and enhancements
- Consultations and guidance on using your website
- Security protection and monitoring
- Priority support when downtime or hacking has been detected

Total..... \$115.00/mo

☐ Advanced Maintenance Plan

- All items from the basic plan included
- Up to two hours per month of planned site updates and programming maintenance

Total..... \$330.00/mo

☐ No Maintenance Plan

If you choose this option, you acknowledge the risk of security threats and poor site performance. This is highly discouraged.

Total..... \$0.00/mo

Signature authorizing the production of projects listed above

Date

Prices are based on specific information supplied to us and are subject to change based on client modifications. Variations resulting in additional time or materials will be reflected in the final billing. Production rights granted upon full payment of invoice. Cancellation or postponement of project in progress may be invoiced for any services and/or materials up to that point. Prices are valid for 30 days.

