  
**Price Calculator**

**1. How do you plan on using the cartoon? click to edit**

Description: Screen Shot 2014-03-12 at 1

**Print and/or Electronic Publications**

**(Newsletters, flyers, emails, e-newsletters, *excludes books*)**

Description: Screen Shot 2014-03-12 at 1

**Presentations (Powerpoint, Seminars & Training)**

Description: Screen Shot 2014-03-12 at 1 **Websites, Blogs, Facebook, Social Media**

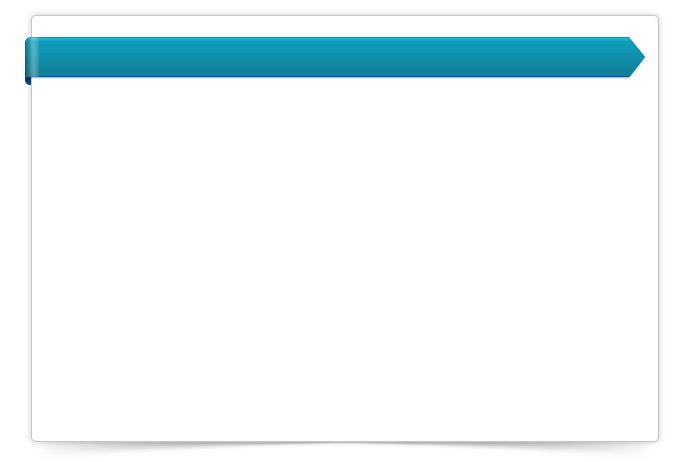
Description: Screen Shot 2014-03-12 at 1 **Teacher or Student Use**

**(K-12,College – single user, classroom use only)**

Description: Screen Shot 2014-03-12 at 1 **Signed Cartoon Prints (personalized and signed by artist)**

Description: Screen Shot 2014-03-12 at 1**All other usages: Custom Cartoons & Illustrations, Books, Advertising, Newspapers, Magazines, Product Licensing,**

**Wall Art, Gifts, etc. A contact form will open up.**



**1. How do you plan on using the cartoon? click to edit**

 **Apply Same Usage**

Description: Screen Shot 2014-03-12 at 1 **Print and/or Electronic Publications**

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**Presentations (Powerpoint, Seminars & Training)**

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**Note – if a section is highlighted in yellow, it is different from the current website functionality and or wording.**

**If text is in burgundy – this is comments for you and not part of form.**

**If not noted then the wording and/or functionality should be the same.**

----------------------------------------------------------------------------------------------------------------------------   **Apply Same Usage**

This would only show up if they already priced a cartoon and then have more cartoons in their basket.

This works they way it should on the current website. I would make the text a little bigger and make the color brighter.

The only caveat is that the cost for color vs black and white may be different depending on if the cartoon is already in color.

And they also have to agree to the licensing terms.

Then it would in the next section show rate and usage  
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Special Note on Shading – Applies to all usage.

The current system knows when there is a color version available or only black and white.

You can see this functionality by testing a cartoon not already in color vs one that is. If it’s in color already, the color version shows up as the thumbnail.

If the cartoon is not already in color and the customer selects color, there needs to be be a system in place that alerts us that a cartoon needs to be colored and a way to upload this cartoon and notify the customer. The current website does this.

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**1. Print and/or Electronic Publications -------------------------click to edit**

**(Newsletters, flyers, emails, e-newsletters, *excludes books*)**

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**2. Type of Organization using cartoon(s) ------------------------click to edit**

PULL DOWN WINDOW

Please Select

Business/Promotional Use

Non-profit/Religious/Charity/501c

Government

Personal Use/NO promotional use

For each usage, a second window opens up. Currently only Non-profit and Government do so.

Here’s the example for Non-profit



Add:

**Business/Promotion Use**

In medium gray in the input box that disappears as the user inputs text:

Company name that you are using the cartoon(s) for.

**Personal Use/No self-promotion**

In medium gray in the input box that disappears as the user inputs text:

Please describe the personal project that cartoon(s) will be used for.

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**3. Total Quantity to be Printed and/or Electronically Delivered:-----click to edit**

Text for inside pull down menu –

Quantity  
0 - 500  
501 to 5000  
5001 - 10,000  
10,001 - 25,000  
25,001 - 50,000  
50,001 - - contact us

a) Contact us form opens up – see new form at end of this document. The new contact us form will be generic but include the cartoon selection.

**b) NEW -** Also, there should be a place for the customer to attach a file (browse button).

c) There should also be a captcha to prevent spam.

My one concern about the game captach is how hard would it be to navigate with a mobile phone?

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**4. Length of time stored online**

**This includes pdf newsletter links, email subscription services, etc**

***(Cartoon is not posted on a website web page but only as a link to a pdf file or stored publication.)***

**This is replacing “**Newsletter Archiving on Website”

Text for inside pull down menu   
None (for print only use)

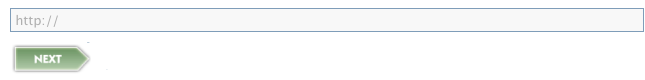
1 Year (included in fee)

Permanently Archived (add $15.00)

An input box opens up if 1 year or Permanently is selected.

Instead of the http:// in gray inside the input box, replace with:

URL location of where the publication will be archived.



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**The rest of this section is the same as current website**

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**Presentations**

**For use in a Presentation to be used for meetings, seminars, and Training for use by single user.   
  
*Usage does not include handouts or digital downloads of presentation. Contact us for these additional usages.***

**2. Type of Organization using cartoon(s) ------------------------click to edit**

PULL DOWN WINDOW

Please Select

Business/Promotional Use

Non-profit/Religious/Charity/501c

Government

Personal Use/NO promotional use

For each usage, a second window opens up. Currently only Non-profit and Government do so.

Here’s the example for Non-profit



Add:

**Business/Promotion Use**

In medium gray in the input box that disappears as the user inputs text:

Company name that you representing when using cartoon(s).

**Personal Use/No self-promotion**

In medium gray in the input box that disappears as the user inputs text:

Please describe the personal presentation that cartoon(s) will be used for.

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**The rest of this section is the same as current websit**

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**1. Websites, Blogs, Facebook, Social Media**

**2. Type of Organization using cartoon(s) ------------------------click to edit**

PULL DOWN WINDOW

Please Select

Business/Promotional Use

Non-profit/Religious/Charity/501c

Government

Personal Use/NO promotional use

For each usage, a second window opens up. Currently only Non-profit and Government do so.

Here’s the example for Non-profit



Add:

**Business/Promotion Use**

In medium gray in the input box that disappears as the user inputs text:

Company name that is using cartoons

**Personal Use/No self-promotion**

In medium gray in the input box that disappears as the user inputs text:

Please describe the personal usage (ie: personal facebook page, personal blog, etc)

Remove Item 3 – number of unique site visitors.

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**The rest of this section is the same as current website**

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**1. Teacher or Student Use**

**For individual teacher or student use in classroom (K-12,college only)**

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**The rest of this section is the same as current website**

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**1. Signed Cartoon Prints (personalized and signed by artist)**

**Same as current form but instead of a contact us form, it actually calculates costs, and shipping and can be put in cart.**

This is the only option where there is shipping involved and if shipped in MA, tax.  Also, the customer has some add on options.

We will also need to be notified that an order needs to be filled and to provide a way to let the customer know that the item has been shipped and give the tracking number.

I can provide you with weights the different packaging scenarios so that the system will know how to calculate costs.

We will be using USPS priority shipping in the US and Canada. For orders outside the US, I’m not sure how to proceed. We will be using our own packaging. All pricing should have $2.00 added per order for handling. Perhaps if the cartoons are being shipped outside the use, they should contact us. If so, the question about location should be asked before the customer adds to cart.

I think the USPS probably has a module that can be installed to calculate

Handling – Add $1.00 per order

Shipping will be Priority Mail with our own packaging

All Packaging – add 3.5 oz (note – is a box/package not an envelope because it’s stiff)

Prints – add 3 oz per print to weight

Mats – Add 4 oz per mat

So, for example, if a person ordered 1 print the weight would be:

1 prints = 3 oz + Packaging = 3.5 oz = total weight = 6.5 oz plus $1 for handling

So, for example, if a person ordered 2 prints and 2 matts the weight would be:

2 prints = 6 oz + 2 mats = 8 oz + Packaging = 3.5 oz = total weight = 17.5 oz = plus $1 for handling.

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**All other usages: Custom Cartoons & Illustrations, Books, Advertising, Newspapers, Magazines, Product Licensing, Wall Art, Gifts, etc. A contact form will open up.**

a) Contact us form opens up – see new form at end of this document. The new contact us form will be generic but includes the cartoon number selected.

**b) NEW -** Also, there should be a place for the customer to attach a file (browse button).

**There should probably be a size maximum of the file.**

c) There should also be a captcha to prevent spam BOTS.

**My one concern about the game captach is how hard would it be to navigate with a mobile phone?**

**There should be a log page on the website to check email requests. There should also be a thank you email . Current site does this.**

Thank you for your interest in using off the mark cartoons for your project.  Please submit a contact us form (below) and we will get back to you within 24 hours (M-F).   Or if you prefer, call us at 781-665-4442 (Monday-Friday 8 am – 5 pm ET)  
  
Include normal contact form: **(All fields are required except for company)**  
Name

Company Name

Email

Second email

Phone

Country

**Please describe in details how you how you want to use the cartoon(s):**

***Please provide as much details as possible including, total number of units (print/digital), etc.***

Macintosh HD:Users:LRP:Desktop:Screen Shot 2014-03-31 at 10.45.30 AM.png

**You can also attach a pdf file.**



**Also, personal pet peeve – input boxes should be wide so that the**

**input box is the same width as the other fields.**