



Project Services and Cost Breakdown

Custom Designed Web Site

- Industry designed standard pages to include
 - Customized home page with slide
 - Company directory with map
 - Line Card page with manufacturer logos and map/pdf version
 - Digital Controls page with manufacturer logos
 - Customized “current news” page for product/manufacturer updates
 - Luminaire Selector landing page
 - Dealer Log In Set up
 - Standard Gallery Page
 - Industry Link Page
- Client Content Managed Interface
- Responsive Site Interface that adapts to desktop and mobile devices
- Email collection
- Social Media Icons and function
- Google Analytics Set Up

\$7,500.00

*Estimates will be provided for additional function/adds
based on the scope of the project*

Luminaire Selector Software:

- Installation
- Customized branding
- Left Category Listing-
 - Interior
 - Exterior
 - Specialized Categories with Landing Page and manufacturer logos
 - Advertising Space below categories
- Full Luminaire Selector Functions
 - Filter Search- LED, Quick Ship, Interior/Exterior
 - Roll Over technology with product pop up
 - Wish list function and branding
 - Project Log Builder (requires user/password) and branding
 - Broken Link Function and Alert
 - Back Page function

- Data and Image Installation
- Video Tutorial

\$15,000.00

Any additional desired functions will be considered for future updates

** Luminaire Selector software is available as a stand alone product.*

Contact developer for more information.

- **Data Collection And Asset Processing**

- Collection of all required data for the Luminaire Selector up to 45 manufacturer's Including interior/exterior categories and specialized categories
- Collection and processing of all Digital Controls page logos and sizing
- Collection of all Line Card logos and sizing
- Processing of assets as they are delivered by client
- Copywriting of text for keyword enrichment

\$4,000.00-\$6,000.00

Cost depends on the amount of data to be collected, amount of time needed for image sizing or creation, collection of needed assets and amount of processing needed. Amount of website text for copywriting.

Additional manufacturer's to be added will be added at a rate of \$45.00 per billable hour.

- **Company Branding**

- Logo design and color styling
- Stationary and Business Card set up

\$1,500.00

Does not include printing services

Total Project Cost

\$28,000.00- \$30,000.00

** Project costs do not include: Additional features or functions not included above, Search Engine Optimization, Ongoing Maintenance, Marketing Consultation or Services, Press Releases, Printing Services or Training.