

Website Information, Specifications and Pricing for Members of The National Association of Jewelry Appraisers.

When Gail Levine and I first discussed the needs of an NAJA website, it became clear that the internet needs of the jewelry appraisal industry are not being very well addressed. Many of these needs cannot be met with the “cookie cutter” solutions from the bargain basement ads you often see in your email boxes. Business solutions which value your input, help you understand and learn about all aspects of the processes involved, and are created by someone who is proficient in both computers and jewelry are few and far between.

As we developed the NAJA web site, we also realized we could create an important new membership benefit. NAJA members will receive a substantial reduction -- 20% -- off my standard pricing for the creation of a web site. This includes:

- the design: the aesthetics of the site
- the development: the intellectual information and structure of the site
- the implementation: pulling it all together in a format which works as needed
- the creation: writing the code which runs the site

Also included in the package is the registration of the site name for the first year, the ISP (Internet Service Provider) service rental for the first year, and the necessary transfer and setup charges associated with the site preparation. This package provides the NAJA member a ‘turn-key’ solution. You acquire a web presence by working with someone of proven abilities, who speaks your language and who will walk you through the entire process. You will learn about the web in order to make intelligent choices for your web site.

Please remember that the three sample web sites are just that: samples and not prototypes. Each site will be individually designed according to your needs and preferences. If you have specific colors, design ‘styles’, or ideas you want incorporated, I will do my best to do so. In all cases, the process will provide feedback at all stages of the project. Your developing site will be set up in a temporary directory where you will be able to easily access it at any time. This provides for you a way to “stay in touch” with the site progress.

A Small Site = 1 page site with:

- individual and unique design for each site - no 'cookie cutter' designing here! Your color preferences, etc.
- up to six links for transportation to areas lower on the page (simulating a menu) as well as an email link to an address of your choice.
- up to three pages of your typed material (must be provided as an electronic document - Word, etc)
- up to 6 images (including business Logo) which you provide *

- up to two small (350x250 pixel) "pop-up" windows for images, etc.
- one years ISP (Internet Service Provider) server rental fees (\$100 value)
- one years URL (your web site name) registration fees (up to \$30 value)

I will purchase and set up the ISP and URL for you with YOUR business name as desired; set up as many as 5 separate email users for your site (such as info@..., your name@..., etc.); show you how to manage your site and analyze and use the available site usage reports; and give you free support and minor site tweaking for the first 60 days after the site is completed.

This package price is	\$1,950
less NAJA 20% discount	-\$390
NET NAJA members price	\$1,560

Payment terms are \$520 on starting, \$520 half way completed, and final \$520 on completion of site. * Images not provided digitally will incur a scan processing charge of \$10 each. Typed documents requiring keyboard re-entry will also incur a \$20 per page processing charge.

A Medium Site = 9 page site with:

- individual and unique design for each site - no 'cookie cutter' designing here! Your color preferences, etc.
- up to 9 individual pages with "roll over" menus for transportation, including a "fill in the form" email page (directed to an email address of your choice)
- up to 10 pages of your typed material (must be provided as an electronic document - Word, etc)
- up to two (of the 9 total pages) may be small (350x250 pixel) "pop-up" windows for images, etc.
- up to 12 images (including business Logo) which you provide *
- one years ISP (Internet Service Provider) server rental fees (\$100 value)
- one years URL (your web site name) registration fees (up to \$30 value)

I will purchase and set up the ISP and URL for you with YOUR business name as desired; set up as many as 8 separate email users for your site (such as info@..., your name@..., etc.); show you how to manage your site and analyze and use the available site usage reports; and give you free support and minor site tweaking for the first 60 days after the site is completed.

This package price is	\$3,975
less NAJA 20% discount	-\$795
NET NAJA members price	\$3,180

Payment terms are \$1,060 on starting, \$1,060 half way completed, and final \$1,060 on completion of site. * Images not provided digitally will incur a scan processing charge of \$10 each. Typed documents requiring keyboard re-entry will also incur a \$20 per page processing charge.

A Large Site = 14 page site with:

- individual and unique design for each site - no 'cookie cutter' designing here! Your color preferences, etc.
- up to 14 individual pages with "roll over" menus for transportation, including a "fill in the form" email page (directed to an email address of your choice)
- up to 20 pages of your typed material (must be provided as an electronic document - Word, etc)
- up to 16 images (including business Logo) which you provide *
- up to two (of the 14 total pages) may be small (350x250 pixel) "pop-up" windows for images, etc.
- one years ISP (Internet Service Provider) server rental fees (\$100 value)
- one years URL (your web site name) registration fees (up to \$30 value)

I will purchase and set up the ISP and URL for you with YOUR business name as desired; set up as many as 8 separate email users for your site (such as info@..., your name@..., etc.); show you how to manage your site and analyze and use the available site usage reports; and give you free support and minor site tweaking for the first 60 days after the site is completed.

This package price is	\$6,150
less NAJA 20% discount	-\$1,230
NET NAJA members price	\$4,920

Payment terms are \$1,640 on starting, \$1,640 half way completed, and final \$1,640 on completion of site. * Images not provided digitally will incur a scan processing charge of \$10 each. Typed documents requiring keyboard re-entry will also incur a \$20 per page processing charge.

If you have additional questions, or want more information, please don't hesitate to email me at rem@artguidesource.com , or call me at (414) 855-0646.

Thank you for you interest.

Bob Mitchell