Design & Maintenance Rates

The following explains the rules of thumb for calculating our rates. You may use these figures to derive a ballpark idea of how much a project may cost. Except for Maintenance Subscription prices, actual prices may be higher or lower than what is shown here depending on the complexity of a given assignment and other factors.

An explanation of terms can be found following the tables.

Web Page Design & Build	Primary[1]	Secondary[2]
Standard Page	$100.00	$60.00
Dynamic Page	$100.00	$60.00
Minor Page	$30.00	n/a
Photo preparation	each $10.00	n/a
Miscellaneous & Text Graphics	subsumed	n/a

[1] Primary designs may include support elements & files of various kinds.
[2] Secondary pages are patterned closely on a primary design and re-use primary support elements.

Custom Programming	
Database	$80.00 / hour
Java, JavaScript, ActionScript, PHP, PERL	$80.00 / hour

Custom Artwork / Animation / Media	
Logos	get quote (usually min. 3 hrs @ $80/hr)
Banner Ads	get quote (usually min. 3 hrs @ $80/hr)
Digital Photography[3]	$20 per image
DHTML / GIF Animation	get quote (usually min. 3 hrs @ $80/hr)
Flash Animation	$600 per minute of run time
3D Animation	get quote
Other Artwork / Media	get quote

[3] Jacksonville, Florida area only.

Updates / Maintenance	
Standard, Dynamic, Minor pages	$20.00 / ¼ hour
Database / Programming	$20.00 / ¼ hour
Miscellaneous	$20.00 / ¼ hour
Technical Support	gratis

Maintenance Subscriptions

A maintenance subscription provides reduced hourly maintenance and new page rates, and scheduled link-checking. Maintenance time purchased through subscription can be applied to any website changes or additions except **new** custom creatives and **new** programming. Up to ½ of unused hours per month may be rolled over to the next month – not cumulative.

Active Web sites require frequent additions and changes of pages, graphics, code, and/or architecture. Maintenance subscriptions are usually not recommended for relatively static Web sites, such as brochure-type Web sites.

Hours per month	3 mo.	6 mo.	12 mo.
2 hours (Light)	$360.00 (savings: $120	$720.00 $240	$1440.00 $480)
8 hours (Standard)	$1440.00 (savings: $480	$2880.00 $960	$5760.00 $1920)
16 hours (Premium)	$2880.00 (savings: $960	$5760.00 $1920	$11,520.00 $3840)

Subscriptions periods are 3 month, 6 month, or 12 month duration. You may subscribe for any number of hours from 2 - 16 per month. Subscription rates are 75% of normal rates. Non-profit and WMBE discounts apply.

Schedule your maintenance for a specific day or days each month! By scheduling, you will have our undivided attention during those days for the hours of your subscription. This also helps you better plan updates and send them in batches, which in turn helps us organize our work schedule — and saves us time and saves you money. And, you will better know when to expect your updates to appear on your Web site.

Explanation of Terms

Page Types:

For the purpose of our rate structure, web pages come in three flavors: Primary Standard pages (PSPg), Secondary Standard pages (SSPg), and Minor pages (Min).

Standard Pages: Standard pages are thoroughly designed, formatted, and coded. This includes all normal HTML and CSS coding, forms, tables, applet and media embedding, and common JavaScript and DHTML functions, such as rollovers and navigation systems. Standard pages are main display pages for sections and subsections of the website. They may be either static or dynamically generated.

PSPg: Primary Standard pages are simply the first use of a Standard page design.

SSPg: Secondary Standard pages closely follow the design of a Primary page.

Min: Minor pages are either brief, lightly formatted pages or longer text pages containing articles or other informational material, of simple design and lightly formatted.

Photos & Graphics

Photo preparation: Even photos taken with a digital camera usually require some processing to be made ready for web page use. Web use requires very low dot-per-inch resolution. Usually some physical resizing and filtering to restore crispness is required, and a balance between file size, image clarity, and compression losses must be found.

Miscellaneous Graphics: These are normally subsumed by the price of the page. Miscellaneous graphics are small, incidental bitmap graphic elements.

Text Graphics: In order to use a specific font or text effect it is frequently necessary to render the text as a bitmap graphic. These are normally subsumed by the price of the page.

Rates are subject to change without notice. Please visit www.shadaux.com for most recent rate information.

shadaux

visit us on the web at www.shadaux.com