

WEB SITE PACKAGES

Customized sites:

For customized site minimum 5 pages:

5 pages: \$1,500

6-10 pages: \$2,000

11+ pages: \$3,000

Hosting: \$12/month

Domain name registration

E-commerce will have added costs including a SSL certificate; additional hosting;

Shopping Cart depending on number of products being sold; and options such as using PayPal vs. another Shopping Cart. E-commerce, special graphics would be extra \$50 an hour cost

Web Site Tonight® Template Sites.

There are a lot of powerful tools packed into Web Site Tonight® that you would be hard pressed to find elsewhere, especially at the cost. There are:

- Over 800 templates
- Including 40 pre-built with content.
- Regardless of the plan you select, you receive:
 - A substantial amount of space
 - Spam and virus protected e-mail and e-mail forwarding
 - credits toward Google and Microsoft AdWords and Google Webmaster tools.

Though working from templates, many pages can be customized with your own photographs. You can have:

- Password protected pages
- Video, Flash (there are template Flash shows you can choose from for the site)
- "Click-and-type editing"
- mobi compatible for viewing on wireless devices (A purchase of a .mobi domain name would be needed.)
- 8,000 free images as well as creating and uploading your own
- Forms
- Tables
- Site analysis
- Guestbooks
- Hit counters
- Music plug-ins
- Marquees
- Slide shows
- FREE hosting, which is secure with 99% up time.
- And lots more.

In addition, just for registering your domain name you receive:

- Free blogcast
- personalized e-mail account
- Starter web page ("Coming Soon")
- Domain forwarding
- Domain masking
- 100-pack e-mail forwarding and more.

You don't have to use all these features, but they are there when you want them. Plus, there is 24/7 free phone tech support. Once the site is done, you will have the ability to go in and make changes. If it requires something more difficult, then you can call me and I would be glad to update the site at \$40 an hour pro rated. With three different plans, you have the flexibility to add additional pages when you need them.

Go to <http://www.kleinerwebpromos.com> or <http://www.kleinerwebpromos.info> and compare prices. Just on the domain name alone, the prices elsewhere are more than three times what I charge. Many of those registrars don't offer the extras.

For a template site minimum 5 pages:

5 pages: \$5.99 a month/\$5.40 if pay for year in full (\$64.80)

5 pages: Design: \$800

10 pages: \$9.99 a month/\$9.00 a month for year in full (\$180)

10 pages Design: \$1,400

Unlimited pages: \$13.99 a month/\$12.60 a month for year in full (\$151.20)

Unlimited Design: \$1,700

(50% deposit on design)

Domain name registration: A .com domain name registration is \$7.49 a year as a promotion, cheaper if you register for more than one year. **Between now and July 31, 2008 you can receive a free .com new registration with the purchase of a shared web hosting plan** – not Web Site Tonight. If you register the free domain for more than one year, then you will be charged \$9.75 a year after the first year. You receive all the same benefits with the free .com registration as you do with the paid registration. This is for customized sites. A .us domain special of \$9.99 in the first year will be offered in July 2008. When you submit the name, you will receive all the other similar domain names that are available. Domains available include: .com; .org; .net; .us, .biz, .info. The hosting plan you want is the Economy Linux for \$12 a month; advisable to pay in full. You will be offered different products, but the most important to order now are the domain and hosting. A customer number will be generated and you will select a password. I will need these in order to build the site.

Traffic Blazer: Optimizes and submits web site to major search engines and directories: Ranges from \$20.99 a year (cheaper if purchase more than one year) for Traffic Blazer to \$46.99 a year for Deluxe, which includes Express E-mail Marketing® to \$67.99 a year for Premium, which includes Express E-mail Marketing® and a year of Traffic Facts. Some search engine optimization specialists charge thousands of dollars. This can be purchased now or when the site is completed.

Traffic Facts: This tool collects data about your site; number of visitors; real time stats every 30 minutes; conversion tracking to determine if your online marketing

efforts are getting you the return on your investment; site summary information; export data to Excel; graphing options; visit-path reporting telling you how customers are navigating your site. The cost for this: **\$2.99 a month!**

Istockphoto.com: This site has a wide range of royalty free art work, photographs, illustrations, video, Flash. You purchase credits. Each image has a certain number of credits, usually 1. Video would be higher. I recently purchased 26 credits for \$33. Depending on the number of images we download, you will be charged a pro rated amount.

I can offer numerous other products that can benefit your site and can be purchased at any time that are listed later in the document.

Express Email Marketing®

Express Email Marketing® allows you to design and send email newsletters, announcements, promotions, and other targeted email campaigns through a permission based system to avoid emails being interpreted as spam. These emails can be done in text or HTML. You can also send out surveys using Express Email Marketing®. There are numerous templates to choose from and colors can be changed on the template. My newsletter was designed using Express Email Marketing®

- Provide prospects and customers a sign-up form for requesting emails from you. The opt-in magnet also offers the ability to create and manage special interest groups so that you can target e-mail campaigns to specific subscribers.
- Comply with anti-spam laws. You can now upload your existing customer list without an email confirmation requirement. In addition, an opt-out link is located at the bottom of every campaign mailing, allowing subscribers to opt-out of future mailings.
- Create dazzling, eye-catching emails. Image Library includes more than 1,500 images or upload your own! They're automatically resized to fit your email. No design skills necessary!
- Track the results. Easy-to-use reports tell you how many emails you sent, how many were opened, how many people responded, demographics and much more.
- Create and send surveys of your customer base.

All plans are based on subscription length and volume. Volume refers to the number of email messages you send each month. You can create as many different campaigns as you like; your plan determines how many email messages can be sent in a given month, whether from a single campaign or several. Constant Contact pricing is dependent on number of subscribers.

Express Email Marketing® Pricing:

The Economy Edition: 500 emails: \$8.99 a month/10% off if paid for year in full.

The Deluxe Edition: 2,500 e-mails: \$13.99 a month/10% off if paid for year in full.

The Premium Edition: 5,000 emails: \$20.99 a month/10% off if paid for year in full.

Obviously, not all of this has to be bought at the same time and it is up to you what products you wish to purchase. Go to <http://www.kleinerwebpromos.com> to see all the available products. In the box for the domains, enter the domain name you would like. On the scroll down box to the right, pick the extension you desire then click on Search. You will be taken to a page where you will be told if the domain name is available, the cost, and other similar domain names that are available. If you want to purchase an additional one, you may do so. A user ID number will be generated and you will be asked to select a password. I will need to know these so I can go in and design the site. Credit cards and PayPal are accepted for payment.

About Michael Kleiner Public Relations and Web Design

By using my services, you will benefit from working with a local business person, who is active in the community and provides excellent customer service. Just by our name -- Michael Kleiner Public Relations and Web Site Design -- you can see how we believe public relations and web sites are integrated *and* integral parts of your business. We provide one-stop shopping, keeping your professional image and brand identity consistent. We do more than public relations and we do more than just web sites. We do more than just host your web site and register domains. We offer blogcasts (combination of blog and podcast) to e-mail marketing to e-commerce to web sites formatted for mobile devices and more. And all priced not to break your budget.

We work with authors and the award-winning Michael Kleiner is an author himself, so he brings his experience and reputation in PR, journalism and being an author to the table. But public relations and promotions are not a cookie-cutter field. It takes creativity, imagination and thinking outside the box to know what angle will interest which reporters, whom to target, and what cross-promotions can be utilized to find out of the ordinary places an author may appear. The company serves small businesses and Michael Kleiner just completed a two-year term as President of the Mt. Airy Business Association and eight years on the executive committee. More than 80% of the membership is sole proprietors. Among his specialties are special events. Michael Kleiner understands small businesses, authors, PR and web design and strives to live up to his tagline: "Making the Unknown Known."

Most recently, he spent May, 2007-November 2007, promoting the first anime convention ever in Philadelphia and the first ever produced by an African-American owned company. It was held at the Pennsylvania Convention Center and the weekend event drew several thousand.

2003 Home-Based Business Advocate of the Year Award from Small Business Administration for Philadelphia, Pennsylvania and for Region III (PA, DE, MD, VA, WV, DC)

2003 Communicators Award of Excellence in Feature Writing, an international award.