

# Polar Design Solutions

Cell: 082 7705 734

Fax: 018 290 5556

E-mail: info@polard.com



All prices totals include VAT, cost breakdowns exclude VAT.

## Electronic Design Price list - February 2008

Website Hosting	Price (incl. VAT)
Level 1 Account Setup	R 121.26
Level 1 Account / Month	R 47.86
Level 2 Account Setup	R 121.26
Level 2 Account / Month	R 73.21
Level 3 Account Setup	R 219.71
Level 3 Account / Month	R 134.80
Level 4 Account Setup	R 219.71
Level 4 Account / Month	R 211.87
Level 5 Account Setup	R 219.71
Level 5 Account / Month	R 341.54
Email Form Hosting / Month	R 30.50
10 MB Extra Diskspace / Month	R 12.20
1 MB Extra Bandwith Use / Month	R 0.30
POP Mailbox Setup	R 12.20
Additional POP Mailbox / Month	R 18.30
Hosting Account Upgrade	R 91.99
SSL Encryption Setup (once off)	R 450.13
Thawte Certificate / year	R 996.59

  

Domain Management	Price (incl. VAT)
Domain Transfer Admin fee	R 102.60
.co.za Domain Registration	R 266.24
.com Domain Registration	R 301.92
Domain Parking Setup fee	R 102.60

  

Website Design	Price (incl. VAT)
Website slice from provided design	R 1,504.80
Small HTML website (2 pages)	R 2,034.90
Medium HTML website (>5 pages)	R 3,830.40
Standard HTML website (>10 pages)	R 6,224.40
Standard+ HTML website (>20 pages)	R 9,396.45
Large HTML website (>30 pages)	R 12,568.50
Single HTML page / 1 page	R 299.25
Small Flash website	R 7,182.00
Medium Flash Website	R 10,773.00
Large Flash website	R 14,962.50
Flash Component	R 598.50
Website Design (no slice/html)	R 1,795.50

<b>E-Mail Advertisement</b>	<b>Price (incl. VAT)</b>
Mass Email Setup Cost	R 426.93
Mass Email Level 1 (3 Months @ R200.00 / Month)	R 731.88
Mass Email Level 1 (6 Months @ R183.00 / Month)	R 1,341.78
Mass Email Level 1 (12 Months @ R166.00 / Month)	R 2,439.60
Mass Email Level 2 (3 Months @ R250.00 / Month)	R 914.85
Mass Email Level 2 (6 Months @ R200.00 / Month)	R 1,463.76
Mass Email Level 2 (12 Months @ R183.00 / Month)	R 2,683.56
HTML Mailer Design	R 731.88
Flash E-card Design	R 1,463.76
HTML & Flash Mailer Design Combo	R 1,951.68

<b>Website Advertisement</b>	<b>Price (incl. VAT)</b>
120x60 GIF Banner Design (static)	R 243.96
120x60 GIF Banner Design (animated)	R 365.94
450x60 GIF Banner Design (static)	R 365.94
450x60 GIF Banner Design (animated)	R 487.92
450x60 Flash Banner Design (animated)	R 731.88

<b>Website Promotion</b>	<b>Price (incl. VAT)</b>
Website Promotion Basic / month	R 243.96

<b>DVD Presentation</b>	<b>Price (incl. VAT)</b>
DVD presentation Basic cost	R 3,049.50
DVD Presentation / final minute	R 1,341.78
Voiceover / final minute	R 975.84
FMV video incl. editing / final minute	R 1,463.76

<b>Wedding Videos</b>	<b>Price (incl. VAT)</b>
Wedding Video Express Package	R 5,035.95
Wedding Video Plus Package	R 6,010.65
Wedding Video Complete Package	R 7,310.25
Extra Wedding DVD Copy	R 121.84
Interview with bride & groom	R 568.58
Photo montage during reception	R 812.25
Interactive DVD Wedding invitation	R 1,624.50

<b>Audio Conversion</b>	<b>Price (incl. VAT)</b>
45min Tape to MP3 / Side	R 36.59
Split into 10 minute tracks / Side	R 24.40
Noise reduction & enhancement / Side	R 24.40
MP3 CD Compilation / CD	R 18.30
Audio CD (playable in CD player)	R 12.20
Extra Backup / CD	R 12.20

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## Print Design Price list - February 2008

Corporate Identity	Price (incl. VAT)
Logo (Generic design)	R 359.10
Logo (4 options provided)	R 837.90
Logo (7 options provided)	R 1,077.30
Logo (12 options provided)	R 1,795.50
Full Corporate ID (Business Card & Letterhead)	R 2,850.00

  

Brochure Design	Price (incl. VAT)
A4 Brochure 1 Page	R 914.85
A4 Brochure 2 Pages	R 1,341.78
A4 Brochure 4 Pages	R 2,744.55
A4 Brochure 8 Pages	R 4,879.20
A5 Brochure 1 Pages	R 609.90
A5 Brochure 2 Pages	R 1,158.81
A5 Brochure 4 Pages	R 2,317.62
A5 Brochure 8 Pages	R 4,391.28

  

Folder Design	Price (incl. VAT)
A3 Folder Outside	R 1,951.68
A3 Folder Inside & Outside	R 3,049.50

  

Business Card Design	Price (incl. VAT)
50mm x 90mm Card One sided	R 609.90
50mm x 90mm Card Double sided	R 914.85
50mm x 90mm Card (Detail Change)	R 91.49

  

Banners & Posters Design	Price (incl. VAT)
80cm x 200cm Rollup	R 1,707.72
80cm x 170cm XI Stand Banner	R 1,585.74
A3 Poster	R 853.86
A2 Poster	R 1,463.76
A1 Poster	R 2,439.60

## Polar Design Solutions

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Address: 10 Goedehoopstreet, Potchefstroom, 2531, South Africa



## E-Mail Advertising Services

### Mass Email Setup Cost

- Covers setup of Mass Email service
- Importing and integration of client supplied email addresses and contacts
- Adding of client particulars to mass email system

### Mass Email Level 1: Text (3 Months)

- Sending of up to 5000 text Emails or 1 Gig per month by Polar Design on behalf of client (whichever is reached first)
- Reply to (sending address) can be defined by client to make communication with recipients easier
- Standard emails exclude the adding of attachments to sent emails, as emails with attachments are blocked by Anti Virus software
- Client provides email message ready for sending (text emails)
- Email address MUST be provided in spreadsheet compatible format (i.e. CSV, XLS, etc.)
- Minimum payment is for 3 months
- 6 Month option is the same as 3 Months, payment is made for 6 months in advance with a discount included
- 12 Month option is the same as 6 Months, payment is made for 12 months with a discount included

### Mass Email Level 2: HTML / Flash (3 Months)

- Hosting that is needed for HTML emails is included (with images forming part of message) as well as hosting for online Flash components
- Sending of up to 5000 HTML Emails or 1 Gig per month by Polar Design on behalf of client (whichever is reached first)
- Reply to (sending address) can be defined by client to make communication with recipients easier
- Standard emails exclude the adding of attachments to sent emails, as emails with attachments are blocked by Anti Virus software
- Client provides email message ready for sending (text emails)
- Email address MUST be provided in spreadsheet compatible format (i.e. CSV, XLS, etc.)
- Minimum payment is for 3 months
- 6 Month option is the same as 3 Months, payment is made for 6 months in advance with a discount included
- 12 Month option is the same as 6 Months, payment is made for 12 months with a discount included

### HTML Mailer Design

- Design of 1-page HTML email according to client specifications
- Images need to be hosted online as per Mass Email Level 2

### Flash E-card Design

- Design of online Flash E-card with up to 8 seconds of animation, according to client specifications

- Images need to be hosted online as per Mass Email Level 2
- Email contains text and link to online Flash E-card

#### **HTML & Flash Mailer Design Combo**

- Design of 1-page HTML email according to client specifications
- Design of online Flash E-card with up to 8 seconds of animation, according to client specifications
- Images need to be hosted online as per Mass Email Level 2

#### **Terms & Conditions**

- The client takes full responsibility to provide correct and usable email addresses to Polar Design Solutions.
- The client takes responsibility of notifying Polar Design of any email addresses that need to be removed from the system, and thereby managing the list of addresses that are used in sending emails.
- The client undertakes to provide all message details, with correct and spell checked details, to Polar Design Solutions, unless specifically noted otherwise in this or an attached document.
- The client takes all legal responsibility for the emails sent, and agrees that Polar Design Solutions will not be held responsible for any legal action that relates to the emails sent on behalf of the client.
- Polar Design Solutions takes no financial, legal or any other form of responsibility for any losses the client may suffer due to any information sent on behalf of the client.

# Polar Design Solutions

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E-mail: [info@polard.com](mailto:info@polard.com)

Web: [www.polard.com](http://www.polard.com)



## CMS Feature List

This document details the features of Polar Design's dynamic website solution, called a CMS. If you interested in this product, please contact us at 018 293 1118 or visit our website at [www.polard.com](http://www.polard.com).

A CMS website (Content Management System) is a website with a significant software backend, accessible through the World Wide Web and administered exclusively through the Internet. A graphical front-end template is created, and the client uses the provided administrative back-end to populate the front end with content, consisting of text, photographs, downloads and links. This website allows for extremely fast updating of content and the website can be expanded indefinitely, with a set cost each month regardless of the amount of content added to the website. This website is ideally suited for a client requiring a fast turn-around on content updates and a need to manage content without using a third party. It is also easy to add services of more advance programming to this type of website, such as e-mail newsletters, blogs, e-commerce and more.

### Base CMS Features:

These feature are included in the standard basic version of the CMS software.

- Unique and corporate website design
  - Using provided guidelines, graphics and photos and Polar Design's own resources, a unique and professional website design is created.
- Simple web page creation
  - Allows for the creation of content areas, sub-content areas and pages. A uniform layout is implemented for the website, with a defined content area providing space for the client to add content.
- Complex web page creation
  - Allows for more freedom and control concerning layout of each page, where a web page consists of multiple 'articles' (paragraphs) which each 'article' having it's associated pictures positioned (and sized) in any way the client desires.
- Photos
  - Photos are placed in one of two ways:
    - Pre-defined location on simple web pages
    - Different layout positions on complex web pages
- Downloads
  - Each web page can have any number of files placed on them for download, with 5MB being the size limit for files uploaded by the client.
- Links
  - Each web page can have any number of links (internal and external) associated with it.
- Announcement facility
  - Ability to insert short lived announcement into the website using the backend.
- Frequently Asked Question (FAQ) Areas
  - Allows for creation of any number of areas for Frequently Asked Questions.
- User Management
  - Client has the ability of adding unlimited administrative users and allocating editing privileges for the website as it suits the client's needs.
- Draft / Editing facility
  - Allows for content editing and revision before publishing the content live on the website
- Activity Log
  - Gives full report of any administrative user's activity concerning website content.

### Optional CMS Add-on Features:

These features can be added-on to the base CMS at an additional cost.

- E-commerce
  - Product Management
    - Allows for creation of products and services on the website for display to customers, and must be integrated with the shopping basket and e-commerce features.
  - Shopping Basket
    - The shopping basket keeps track of registered users' orders, and must be integrated with product management and e-commerce features.
  - Online Payment
    - Allows for the receiving payment via credit card and Polar Design's preferred payment gateway provider, VCS. Must be integrated with the shopping basket and product management features.
- Log-in System
  - Users who are allocated a username and password will be able to 'log in' to the website, and access privileged content identified as such by the client.
  - Any number of user groups can be created.
- Auto-Registration feature
  - Potential registered visitors to the site can be handled automatically or according to the client's unique procedure specification.
- Banner Ad Management
  - Functionality to add and manage advertising space on the website and monitor the usage of ads
- Multiple Language support
  - The CMS will handle \_\_\_ number of languages, giving the client the ability to present content in more than one language.
- Simple E-mail Newsletter system
  - Sending of plain-text e-mail newsletters through the website.
  - Allows for 1 mailing list.
  - Can be integrated with registered website users.
- Advanced E-mail Newsletter system
  - Sending of HTML (graphics included) e-mail newsletters through the website.
  - Allows for unlimited number of mailing lists.
  - Can be integrated with registered website users.
- Quicklinks
  - Functionality to highlight specific areas of the site in a pre-defined area of the website layout.
  - Can also be implemented as a secondary menu system, to highlight areas of special significance.
- SMS system
  - Provides for the sending of individual or mass text messages (SMS) through the website.
  - Can be integrated with registered website users.
- Fax system
  - Provides for the sending of individual or mass faxes through the website.
  - Can be integrated with registered website users.
- Anti-Spam Forms
  - Creation of \_\_ form(s) complete with error-checking and anti-spam features.
  - Number and complexity of forms influence cost.
- Auto-notification system (SMS/Email)
  - Client can specify certain website events which will trigger an auto-notification by email, SMS or both.

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## Website Accounts

February 2008

### Account Information

Components	Level 1	Level 2	Level 3	Level 4	Level 5
Disk space	1 MB	10 MB	50 MB	80 MB	100 MB
Data transfer limit	200 MB / month	400 MB / month	600 MB / month	800 MB / month	1000 MB / month
Mailboxes	1	5	10	15	25
Aliases	5	10	25	40	50
PHP Development	No	No	Yes	Yes	Yes
SQL Database(s)	0	0	1	2	2
Frontpage Extensions	No	No	No	No	No

- The data transfer limit applies to both HTML traffic and domain based email accounts. Therefore if the client's use of email or HTML downloads (i.e. visits to the site) exceed the amount specified, the client will be invoiced on the 16<sup>th</sup> of each month for the limit exceeded.
- The same applies to overuse of allocated disk space, either by HTML or Emails stored on the server.

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## Wedding Videos

Your wedding is the most treasured day of your life, and the start of a new story that you and your spouse are writing together... It is very important to have a wedding video that captures the unique atmosphere and special feeling of the great day. Polar Design can help you with the making of wedding video's that capture that special day and truly embody all that you want to remember... forever.

### Packages

We offer the following standard options for your wedding video:

#### Express Package

- Single camera shoot in High Definition (HD)
- 5 hours of video coverage of your wedding day
- Professional edit with titles, music & select interviews
- 10-15 minute highlight package
- Two DVD's with interactive menu & scene selection
- Custom designed printed DVD cover & storage case

#### Plus Package

- Single camera shoot in High Definition (HD)
- 8 hours of video coverage of your wedding day
- Professional edit with titles, music & select interviews
- 15-20 minute highlight package
- 1 hour extended version
- Introduction set to music
- Two DVD's with interactive menu & scene selection
- Custom designed printed DVD cover & storage case

#### Complete Package

- Two camera shoot in High Definition (HD)
- 10 hours of video coverage of your wedding day
- Professional edit with titles, music & select interviews
- 22 minutes highlight package
- 1 hour extended version
- Introduction set to music
- Bride & groom history & background photo montage (includes up to 20 photos)
- Bride & groom courtship photo montage (includes up to 30 photos)
- Honeymoon photo montage (includes up to 20 photos)
- Deleted scenes feature on DVD
- Three DVD's with interactive menu & scene selection
- Custom designed printed DVD cover & storage case

## Optional Extra's

### Extra Wedding DVD Copy

- We offer extra copies of your wedding DVD at a set cost to you. If you order more than 10 copies, a discount can be negotiated.

### Interview with bride and groom

- These interviews are recorded about a week before the great day, and the purpose is to capture the last jitters before the big day arrives.

### Photo montage during reception

- There is nothing more boring for wedding guests than waiting for the happy couple to arrive. Keep your guests entertained while they wait for you and your spouse to arrive with photos of the bride and groom growing up, dating etc. These photos need to be provided by you.

### Interactive DVD wedding invitation

- Surprise your guests and make the invitation truly special by inviting them with a DVD in stead of a boring wedding card. You and your spouse can do your own special, personal invitation.
- Cost does not include reproduction, but for bulk orders discount can be negotiated.

## Bookings & Admin

- A 60% deposit is required before a booking is confirmed, along with a signed order form.

Please complete the form below and fax to 0866872770 and we will contact you with a quote.

### Contact Details

Name:

Surname:

Telephone:

Cell phone:

Fax Number:

E-Mail Address:

Wedding Date:

Wedding Venue:

Reception Venue:

Package you are interested in:

Extra's you are interested in:

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## Terms & Conditions

- The final cost to the client will change depending upon additions that the client makes to the project
- It is the client's responsibility to ensure that he / she understands fully what is quoted for and what will be delivered. Polar Design Solutions will not be held responsible for unmet expectations for items or services not specifically quoted or mentioned.
- The client undertakes to supply all photos and text content for use in design, and give specific guidelines as to where what provided content need to be used, and assumes all responsibility for text content and copywriting unless expressly noted otherwise.
- Any changes or additions to the scope set out in this quote, or if the client requires more revisions than the 3 quoted for will be charged at the hourly rate.
- The cost estimate includes a presentation of 1 design and one feedback session for that design; further design will be charged at a fixed hourly rate.
- Unless otherwise noted, production costs are included with the quoted price. This cost refers to the estimated border costs necessary to deliver the project, i.e. travel, telephone bills, consultation fees, Internet costs, email etc. if applicable.
- Deadlines must be agreed upon for provision of content and for this project. A signature affirming the correctness and usability of content is required. Content will not be accepted that has not been signed off by the client.
- Changes or additions to content after incorporation into designs will be charged for extra at a fixed hourly rate.
- The client will ensure that all text provided will be correct and spell checked before being provided to Polar Design Solutions.
- If the client is late in providing content, Polar Design Solutions will not be held liable for late delivery of the project. The client hereby waives any right to hold Polar Design Solutions liable for loss or damages due to late delivery, flowing from late provision of content.
- If photographs are not provided digitally, a scanning fee per photo will be charged
- Re-creation of logos and other graphics are not included, and will be charged extra, unless specifically included.
- The project will follow the sequence below:
  1. Planning
  2. Quote
  3. Visual draft design & delivery
  4. Testing & changes
  5. Signoff by client
  6. Final delivery
- If any changes or alterations are requested or errors identified by the client after content or proof signoff, the hourly rate will be charged to implement these changes and this amount will be added to the final invoice amount. If such changes have the effect of delaying final delivery, the client agrees that Polar Design Solutions will in no way be held responsible for loss or damages resulting from late delivery.
- If the client does not provide content for this project within 30 days of project start, full payment is due and work will proceed whenever the client proceeds to provide the needed content.
- If the client requires copywriting services, reworking of content, these services can be rendered extra as negotiated. As standard, a quote does not include any copywriting services or taking of photos
- The client must sign final proofs of all design elements, as well as content provided for layout, whether it be text, photographs or any other form of content. If the proof is displayed digitally, then an accompanying form will be signed detailing which designs have been signed off.
- If a project has to be completed in less time than would normally be available, a Rush Job fee is added to the quoted amount; the client will be notified if the project is considered a rush job. This fee is an addition of 50% of the amount quoted for the job, payable before work commences.
- Final delivery of the project will be electronic. All delivered files become the property of the client, to use at the client's discretion. However, all source files (.psd, .cdr, .png, .doc, etc.) remain the property of Polar Design Solutions. Polar Design Solutions take no responsibility whatsoever for any errors / omissions that take place concerning this project after final delivery, signoff and acceptance by the client.
- A deposit is payable upon project start. The remaining balance of the total fee is payable upon project completion. If this quote is accepted, Polar Design Solutions will deliver a deposit invoice to the client.
- Note that the deposit invoice amount can differ slightly from the amount stated in this quote, depending upon hosting options chosen.
- Polar Design Solutions reserves to right to place our logo or a by-line giving credit and the contact details of Polar Design Solutions in the final product. The placement of this element will be implemented in such a manner as to be sensitive to, and not detract from, the client's corporate identity or marketing message.
- Please note that either the project completion form, a signed final invoice or payment of the final invoice all serve as proof that the client or Polar Design Solutions both view the project as finalised and complete.