



## ART COPILOT WEB PACKAGES

Art Copilot has teamed with web designer and developer Jessica Hensley to now offer our clients a variety of options with regard to designing, building and maintaining a website and email newsletter. Jessica brings over 10 years of experience in web design and programming as well as a lifelong practice in fine arts and graphic design. Her clients include both large and small businesses, with a focus on educational and non-profit organizations. Through her diverse clientele, she has designed and programmed sites that simply serve as online brochures to database driven sites that manage over 20,000 products, as well as e-commerce sites for start-up businesses. Additionally, she produces multimedia presentations for tradeshow and other online media. Above all, each website she produces is focused on elegance and simplicity in design and ease of usability for website visitors.

Through our new partnership, Art Copilot has developed a series of web design, production and maintenance packages available to our clients. The variety of packages and services offers something for every budget.

### SEMI-CUSTOMIZED TEMPLATE WEBSITES - \$1,500

For artists looking for a well-designed and semi-customized site ideal for showcasing their portfolio of work, these HTML template-format websites offer an ideal solution. Artists may choose from several template styles and customize colors and imagery to compliment their existing identity system or artwork.

Standard HTML template-format websites include 5 pages:

- 1) Homepage
- 2) About the Artist
- 3) Portfolio
- 4) Events/News/Links
- 5) Contact

#### **Homepage**

Each template will offer a homepage that features bold, engaging images of the artist's work; the artist's name or company name (and/or logo); a brief description of the artist/company; upcoming events/news; and links to the other pages of the website.

#### **About the Artist**

Artist will provide text and photographs or artwork to be used on this page. There is no limit to the length of text.

## **Portfolio**

All portfolio sections will offer a thumbnail image of the artwork and a large image. Artists may opt to categorize their work in different “galleries” by media, time period, collection or other criteria of their choice. Each individual portfolio image may also contain captions describing the work or listing a price, if applicable.

Artists will provide high resolution digital copies (via CD or email) of all portfolio images. Portfolio sections will begin with 20 images – additional images may be added at a rate of \$25/image.

## **Events/News/Links**

This page may be customized to list a calendar of upcoming events, important news or press releases, and/or links that are of interest to the artist. The page will be titled appropriately based on what type of information the artist is interested in listing.

## **Contact**

This page will list contact information for the artist. If the artist operates a studio that is open to the public, directions with a MapQuest link could also be listed here.

## **Additional Pages**

Additional pages may be added to these templates. Pricing will be evaluated on an individual basis with a minimum fee of \$250/page.

## **Website Administration**

### *Updates by Art Copilot on As-Needed Basis, Including Portfolio Section*

Art Copilot can perform standard website updates (text, image changes) at a rate of \$125/hour. At the present time, updates to the portfolio section must be performed by Art Copilot. Artists will submit digital copies of any new images and their corresponding captions to be added to the website portfolio section.

### *Updates to Text & Images – Non-Portfolio*

Artists may also opt to use Art Copilot’s Contribute Content Management System (CMS), which would allow them to perform their own text updates to editable areas of the website via their web browser, without worry about changing or “messing up” menus, backgrounds or other page layout features or code. To use the Contribute CMS, artists must pay a one-time \$125 setup fee. They will be provided with detailed instructions and an access key in order to connect to and edit their website through their web browser. This system would also allow them to update blog content should they opt to add a WordPress Blog.

## WORDPRESS BLOGS - \$1,000

Artists may opt to setup a WordPress Blog as their primary website or in addition to their website. A blog is ideal for artists who are interested in sharing news or commentary with their website visitors on a regular (daily or weekly) basis. With a blog, visitors may “subscribe” to receive feeds from the website through their email client or a blog reader.

The overall look of a blog varies from traditional websites in that the format is generally one or two columns and features passages of text and commentary, rather than a customized design layout. However, WordPress Blogs are free to use and offer a pre-built administration tool that allows site owners to quickly and easily publish new content to their website at any time, including new pages.

As with a Semi-Customized site, artists may choose from several template styles and customize colors and imagery to compliment their existing identity system or artwork.

Hosting for a WordPress-Only website is \$45/year. Artists may also opt to build a semi-customized website and add a WordPress blog as an additional section to their website.

The WordPress Blog would not include a portfolio section, but this can be added for an additional \$250 for up to 20 portfolio images. See the portfolio section above for more details.

## CUSTOMIZED WEBSITE DESIGN –\$3,000 & UP

Artists may opt to work with Art Copilot to have a customized website designed. In this case, the artist will consult directly with Art Copilot and the web designer to determine a general look and feel for the website and determine what functionality is necessary. This process will involve an initial consultation, a design phase, a programming phase, beta-testing and launch.

## WEBHOSTING – FEES VARY

Artists in need of a new webhost or one that supports a WordPress Blog may opt to setup an account with Art Copilot's host of choice, HostMySite.com. Monthly hosting fees range from \$8.95 - \$10.85/month (depending on pre-pay options) with a one-time set up fee of \$19.95. The standard hosting account includes 500 email accounts, web statistics, online account administration and 24-hour customer support among other features.

### *Webhosting Fees:*

<b>Item</b>	<b>Fee</b>
One-time HostMySite.com Setup Fee	\$19.95
Art Copilot Setup Fee*	\$75.00
Monthly Hosting Fee	\$8.95-10.95/month depending on pre-pay option

*\* Artists may opt to configure the accounts themselves and send all account information to Art Copilot when the process is completed. In such cases, the Art Copilot Fee would not apply.*

Artists may also opt to work with an existing webhost in which case they must provide all account connection information (usernames, passwords, FTP access information) to Art Copilot in order to confirm that the account is configured properly and allow Art Copilot to upload new pages to the web server.

## EMAIL NEWSLETTERS FROM MAILCHIMP - \$500 & UP

Artists interested in sending email newsletters to their website visitors or private email lists may be interested in setting up an account with MailChimp.com. MailChimp offers a pay-as-you-go system for email newsletters, meaning that you only pay for the emails you actually send, rather than being forced to pay monthly or annual fees. However, for some artists who maintain larger email lists that they mail to on a frequent basis, MailChimp does offer monthly plans as well. The general pricing structure is as follows:

### *Pay-As-You Go Plan:*

<b>Pre-Pay</b>	<b>You'll Get ...</b>
\$15	500 Email Credits (send to 500 recipients)
\$30	1,000 Email Credits (send to 1,000 recipients)
\$60	2,000 Email Credits (send to 2,000 recipients)
\$100	5,000 Email Credits (send to 5,000 recipients)

*More pricing available here:* [http://www.mailchimp.com/pricing\\_payasyougo.phtml](http://www.mailchimp.com/pricing_payasyougo.phtml)

### *Monthly Plan:*

<b>Your Email List Size</b>	<b>Monthly Fee</b>
0-500	\$15
501-2,500	\$30
2,501-5,000	\$50
5,001-10,000	\$75

*More pricing available here:* <http://www.mailchimp.com/pricing.phtml>

With either email service plan, artists will choose from one of several email templates that Art Copilot will customize with imagery and colors to match their website and/or print materials. Artists will be responsible for setting up the MailChimp account and will provide all account access details to Art Copilot to allow us to upload the email template.

Art Copilot will create an “email newsletter signup” link to appear on the artist’s website as a way for visitors to subscribe to the newsletter. Artists may also import contact lists from Microsoft Excel or enter contacts manually in the MailChimp system.

The MailChimp system is very robust and offers artists the ability to segment their contact list into different categories, track email click-throughs and unsubscribes and manage their contacts, among other features. Art Copilot will provide detailed instructions on using the MailChimp system but can also assist in further configuring the account for additional fees to be evaluated on an individual basis.

## GENERAL CRITERIA

Specific terms of each package will be outlined in the final contract, however, listed below are some general criteria regarding our online services.

### Websites

- 1) All websites will be designed using industry-accepted standards for usability and accessibility, assuring that the site operates on all browsers and operating systems.
- 2) All websites will be programmed for optimal search-engine recognition, meaning that search engine users searching on terms pertinent to the artist's website will see the artist's site higher in the search engine rankings.
- 3) All websites will contain copyright information credited to the artist.
- 4) Artists must provide all content (text, imagery, video, audio) in digital format via CD or email.
- 5) Colors on the web may not accurately reflect colors as they would appear in person. Images will not be color-corrected by the web designer except for brightness or contrast. A notation may be made on pages where artwork appears to explain that colors may not be exact.
- 6) Artists will have access to a hidden link to preview their site before it goes live on the Internet.
- 7) All websites will contain a credit line and logo that says "Website Designed by Art Copilot" with a link to the Art Copilot website.

### Web Hosting

- 1) Artists have the option to sign-up for and configure new hosting accounts themselves or have Art Copilot configure the account. In either case, hosting fees will be billed directly to the artist via the credit card information that they provide. Art Copilot will not be responsible for any billing issues between the host and the artist.
- 2) Should artists experience technical problems with the performance of their website following the launch by Art Copilot, they must contact the webhost directly. Art Copilot does not maintain or manage the web server and therefore is not responsible for performance issues including email connection problems, slow downloads or downtime that may occur from time to time as with any web host.

### Email Newsletters

- 1) Artists will be responsible for signing up for a MailChimp account to assure that all billing goes directly between the artist and MailChimp. Art Copilot will not be responsible for any billing issues.

# FULL PRICE LIST

## Web Packages

Semi-Customized Template Site	\$1,500
Additional Pages	\$250/page
Additional Portfolio Images (Over 20)	\$25/image
Contribute CMS Access to Update Site	\$125
WordPress Blog	\$1,000
WordPress Blog with Portfolio Section	\$1,250
Custom Designed Website	\$3,000 & Up

## Webhosting

Item	Fee
One-time HostMySite.com Setup Fee	\$19.95
Art Copilot Setup Fee*	\$75.00
Monthly Hosting Fee	\$8.95-10.95/month depending on pre-pay option
WordPress Blog Hosting (Only)	\$45/year

*\* Artists may opt to configure the accounts themselves and send all account information to Art Copilot when the process is completed. In such cases, the Art Copilot Fee would not apply.*

## Email Newsletters

Newsletter Template Design & Setup	\$500
Art Copilot Account Configuration	\$75/hr as needed

## *MailChimp Monthly Plan:*

Your Email List Size	Monthly Fee
0-500	\$15
501-2,500	\$30
2,501-5,000	\$50
5,001-10,000	\$75

*More pricing available here: <http://www.mailchimp.com/pricing.phtml>*

***MailChimp Pay-As-You Go Plan:***

<b>Pre-Pay</b>	<b>You'll Get ...</b>
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\$60	2,000 Email Credits (send to 2,000 recipients)
\$100	5,000 Email Credits (send to 5,000 recipients)

*More pricing available here:* [http://www.mailchimp.com/pricing\\_payasyougo.phtml](http://www.mailchimp.com/pricing_payasyougo.phtml)