proposal

Proposal for Designing the Herzog Development Website

Attention

Mr. Yehuda Aaronson

October 10, '19

Results
Insight
Creativity

Proposal for Designing the Herzog Development Website

Introduction:

Staiman Media was introduced to Yehuda Aaronson by Goel Jasper of Finn Partners regarding the design of a new site for Herzog College.

A phone meeting meeting was held between Jeremy Staiman and Mr. Aaronson to discuss their needs, and to get a better sense of the project. What emerged was the need to more professionally represent the college to the Anglo audience as part of the relatively new need for fundraising. The following pages will provide details and budgets for these services. We welcome your input or questions on any or all of this.

General Objectives:

· To launch the new site in a reasonable timeframe and at the level of professionalism where it will properly portray the look and appeal desired by the client.

· To build the site incorporating reasonable, modern security measures.

· To provide the option of either hosting on our servers or the client's choice of server.

· To work with our artists and programmers to see the various phases through in the best possible manner.

· To offer worry-free service, with quality-control and open communications.

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Scope of Work: Website

Staiman Media's role would include:

1. Discussion of client goals.

2. Research and discussion of Responsive WordPress template options, allowing client-end text revisions, as well as uploads of information, photos, etc.

3. Modifications to template programming to meet the client's needs.

4. Development of sample page for client review and comments.

5. Minor retouching of client photos, if necessary.

6. Implementation of SSL security.

7. 2 sets of revisions to design concept.

8. As per the client's outline, there will be approximately 20 main pages.

9. Two to three sets of revisions per page will be included; additional revisions will be charged at our regular rates.

10. Communication with programmer(s), in order to assure smooth flow from the design phase to the implementation phase.

11. Assistance with uploading to client's server of choice.

12. Archiving of files for future needs.

Timeline:

Concept development: 2-2.5 business weeks

Development of pages: 2 weeks from receipt of copy

2 rounds of revisions to pages: 1-3 weeks

It would be our intention to begin work on this project within 2-4 business days after signing and receipt of the deposit

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Budget for Website:

Design & Programming: **13,500 NIS + VAT**

**Hosting, if necessary (includes SSL security
and regular backups)**   **55 NIS/month + VAT**

Terms & Conditions:

1/2 deposit due with signing of this contract.

Balance due upon the delivery of the files to the client for uploading.

Hosting charges are payable for 6 months at a time, in advance.

No custom programming, copy writing, web hosting, web domain, bulk emailing or affiliated ongoing external charges other than those described have been included in this proposal.

Services requested beyond the scope of this proposal will be billed at our customary non-profit rate of 260 shekel/hour + VAT.

In the event that the work in this proposal is postponed or cancelled due to factors beyond Staiman Media's control, pro-rated payment for the services provided will be due within 30 days of invoice.

Acceptance

Your signature below indicates acceptance of this proposal and the terms and conditions herein. Alternatively, your initial payment per the terms above will also represent acceptance of this proposal.

For Staiman Media: *For Herzog College Ltd.:*

Signature: _____   Signature: _____
Jeremy M. Staiman, Owner

Date: October 10, 2019   Date _____