

LINES Online



The ideal content for your internet site. The ideal internet site for your content

► Company Name: _____
Contact Person: _____
Telephone: _____
Email: _____
Street Address: _____

Billing Details:

Deposit Received: Yes / No 40%\$ Est.
Payment opt: 12 months, with 1 yr with SEO

1. Website type: E-Commerce – Brochure – Back end database systems – SEO – KB, Other: _____

2. Type of Business: Service – Manufacturer – Shop – Charity, Other: _____

3. Online Shopping

1. Number of items: _____
2. Type of payment required: _____
3. Custom payment options are available but extra
4. Members payment option discounts – with password members only area.
5. Pricing specials (seasonal, stock take, need cash)
6. Do you need the online catalogue to print out in brochure format?

4. Other Modules Available

1. Photo Gallery
2. Flash Header
3. Image Sampler Header
4. Members Area
5. Email Marketing
6. Survey Editor
7. Data Collection ie Real-estate attributes - # bdrms, location, price
8. News showcase
9. Blog
10. Marketing – as per your specific instructions ie SEO, Brand Manuals
11. Business to business networking offline and on, research and cold calling
12. NZQA training onsite or offsite – third party training as per your spec
13. NZTE submission application for grant national or international
 - i. Business strategies
 - ii. Business marketing
 - iii. Quality Assurance
 - iv. Human Resources
14. HR Module
15. Risk Management Module
16. Health Check of the accounts
17. Marketing and your business needs
18. Quality Assurance policies
19. Business Health Assessment
20. Pricing Assessment
21. Research European, American trends for industry, incl keyword report
22. Research 5 competitors as you call them – we compile information about their companies, products, current online marketing, pricing, Quality Assurances etc.
23. Creative writing.

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- ▶ Top performing Sales Person data:

- ▶ Top performing Sales Services or Products:

- ▶ Required targets for online tracking: (36% increase in enquiries over 12 months, maybe 80% sales over 4 years to be taken online)

- ▶ Have you a SWAT analysis of your business? (Strengths, Weaknesses, Opportunities, Threats). Yes / No

- ▶ Do you wish to deploy a brochure, or are you interested in strengthening up your business whilst at the same time strengthening your HR department by providing an intranet for your staff to offer training and updates regarding KPI's, with honest competitive targets and clear directives?

- ▶ Did you know that in this quarters figures it is showing what was formerly a personal grievance against each business owner once in a seven year cycle – now it's once every two years. Having an easy to follow knowledge base available and reliable – it's a simple task that can save you around \$7000 per grievance – ensure you offer your staff every available tool to make your business profitable.

- ▶ Our systems allow you to have staff only folders with the information being accessible only via a email and password, your company will keep it's secrets, and be able to update Health and Safety regulations, Hazard information, you can even create a place to store training manuals, office templates, and contact sheets, rosters, frequently asked questions and the solutions to risk management procedures...

- the price doesn't change once you select the hosting package that suits your terms
 - it's all the same to us, but you may be protecting your bank book

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5. Do you require a copywriter? Yes / No
6. Do you require your existing website to be Critiqued? Yes / No
7. Have you prepared an analysis of international industry trends for your business?
Offshore trends: Research required? Minimum 2 hours Yes / No
8. Have you developed a community focus for your business? Yes / No
9. Do you need a newsletter templated, or other Microsoft templates? Yes / No
10. Do you need a Survey online to track your customers responses to your business strategies? Yes / No
11. Do you need a Blog area? Yes / No
12. Do you need a nonmoderated forum? Yes / No
13. Competitor websites: List: _____

14. Key words for company services or products that are the top sellers: Separate page attached?

15. Key words for industry specific issues that your company has a good handle on:

16. What is your company known for?

17. Long term marketing mission: _____
18. Current Marketing campaigns: _____
19. Current Marketing statistics of success levels: _____

- ▶ Marketing strategies that we offer:
1. Existing website Critique – (includes code compliance, suitability of key words your own and or competitors etc)
 2. Ranking Report – (your own and or competitors)
 3. Link Building – (to build up your reputation)
 4. Fast Track – (formulate comprehensive online marketing plan, adwords campaign and 3 months of maintenance, Must tie in with your offline advertising and marketing)
 5. SEO Success – Based over three years includes Monthly maintenance
 6. Search Engine Management – monthly, quarterly, biannually, reports on your progress online.

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20. Reason for this website? Sales, Information, Interaction, Sponsorship, To sell the company in 5 years, ...

21. Type of website front end: (Prestigious, Friendly, corporate, fun, interactive, forward-thinking, innovative, cutting edge)

22. Any Current Awards system in place to compliment your clients/suppliers?

23. Company social responsibility focus: (Recycling, specific projects).

24. Freebies or resources that you are willing to give away?

25. Competitions for viral marketing campaign?

26. Brand information sheet – do you have one?

We will create two design concepts for your business with the information you have provided for us.

- i. Yes and available on CD or DVD to be supplied today
- ii. Your designers contact card must be attached: (Name, company, phone, cell, email)
- iii. No, please have this created for us, we only have a logo
- iv. **No, and change the logo we want to project the following style:** _____

27. Website Launch party – do you want one to gain credibility, media awareness, customer involvement...

▶ COMPANY MISSION

28. Quantifiable Outcomes

29. Website Objectives

30. Will these be Objectives and Missions get tracked? Investigations via weekly interaction ie flash newsletters?



31. Company goals over the next ten years:

32. Monitor per: calendar schedules – success programs

- feedback, Yes ? No How often Daily / Weekly / Monthly / Quarterly / Seasonally / Annually
- forums, Yes ? No How often Daily / Weekly / Monthly / Quarterly / Seasonally / Annually
- interaction, Yes ? No How often Daily / Weekly / Monthly / Quarterly / Seasonally / Annually
- purchasers, Yes ? No How often Daily / Weekly / Monthly / Quarterly / Seasonally / Annually
- phone calls, Yes ? No How often Daily / Weekly / Monthly / Quarterly / Seasonally / Annually

▶ Research & Evaluation – Create user sensitive site “What’s in it for me” concept writing.

33. WIFM Theme: _____

34. Real Time frames to get the job Finished: _____

35. Weekly Sales Targets: _____

36. NEWSLETTER Yes / No

▶ Content Suggestions: Industry specific - Containing 1 case studies, two welcome to new client/industries/suppliers, promote team responses towards customer care, specials on website SEO, always create a new page of interest when sending out an email, so you can check the response value etc

▶ With a newsletter you can gauge the return on investment - ROI.

We like it, and were sure you’ll appreciate it to, a website is a valuable resource if it’s utilised – updated frequently, weekly will do it, but daily updates with regular newsletters will keep your site fresh and interesting – this in turn will show favourably with the search engines that index the site – trawling for updates.

▶ **EXPECTED BUDGETS – do you need 3 months to pay for this or with a personal guarantee for amounts over \$2000 we will set up a monthly payment system over 12 months less the deposit without interest unless you miss a payment?**

37. Are all the images part of the brand and are they currently available in 300dpi digital format?

▶ We offer:

1. Creativity with simple low cost solutions
2. Support WITH Understanding, quarterly visits and phone assistance.
3. Analysing trends
4. Achieving targets
5. Subject Knowledge
6. Quality Assurance
7. Ethics
8. Budgets
9. Return on Investment
10. SEO for Supplier programs, Success programs available
11. Market Testing available
12. Brand management available
13. Print management for your new campaign, do you need a quote on this?
(Caps, posters, calendars, Christmas cards, fridge magnets, post it notes, ...)



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38. PAGES

► Ideas on website areas to be developed – for instance a Personal Trainer:
Get some page info together: ~

1. Rates and Payments
2. Exercise programs Take it to the Gym is your new phrase - (twenties, thirties, forties, fifties, pre-natal, anti-natal, anti-teenage, Loose 20 pounds in 3 months 20/3, 40/6, 20/6, body specific programs, Barbie hates Ken)
3. Exercises at the beach (free) - Calf muscles, thighs, bums, waists, necks
4. Massage techniques
5. Gym locations in Canterbury and their pros and cons comparison list with your application forms so you get a cut of any new members
6. Body Shape and Genetics
7. Nutritional articles, sell daily diet week planner fridge whiteboards
8. Endorsements of products that you can get sponsorship from ie protein drinks page \$100 per annum
9. Recipes - updated weekly with grocery shopping list and costs per specials - each week target a different supermarket chain
10. Resources
11. Contacts
12. Fitness Calculators (Body Mass, Calorie counter, Calcium counter, Calories verses exercise...)
13. Newsletter
14. Forum (where your customers can log in and chat)
15. Events around Canterbury that you are involved in, and that your clients are involved in, or your sponsors etc
16. Restaurant of the week/month (try and get your own reciprocal links from your favourite places)
17. Frequently asked questions

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▶ What are your specific needs, do you wish this to be addressed after we research offshore trends for your industry?

1. :
2. :
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4. :
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11. :
12. :
13. :
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18. :
19. :
20. :

Suggestions:

1. Home with News corner
2. Contact
3. Delivery
4. Nationwide
5. History
6. Terms & Cond.
7. Team (incl 3 pages: staff, suppliers, owner)
8. Catalogue (SHOP)
 - a.
 - b.
 - c.
 - d.
 - e.
 - f.
 - g.
 - h.
 - i.

Reference sites:

▶ Names of contacts per category: _____

▶ To recap: Type of site – online shopping, members only, forums, blogs, flash, dynamic, secure, warranty tracker, manufacture logistics supply chain with inventory cache, gallery with sales, competitions, surveys, certificates, training – other:

- Research off shore trends? 2 hours minimum
- Compile industry specific key words to suit top selling products or services? 2 hours minimum
- Have received Brand CD or DVD?
- Have ALL brochures and product/services information with samples to be returned?
- Do the items provided require photographing, and how many are there? (Attach separate list for inventory purposes)
- Have company direction/goals been outlined?
- Have listed mandatory outcomes?
- Have info for the Flash Newsletter?
- Prices will be displayed in an updateable database live?
- Have domain name and email list?
- Have hosting details? Site Security, Encryption etc?
- Have promotional product list to quote on for website launch and brand affirmations?
- Have signed permission to proceed and have deposit affirmation for payment.

- ▶ Request Received by: _____ Date: _____
- ▶ Authority to act on behalf of the entity has been received by: _____
- ▶ Client address for Billing: _____
- ▶ Client signature for the following Budget: \$ _____ :00 over (Months) X _____
- ▶ Deposit Cheque received of 40% or bank direct details with in 5 working days (will take 5 to show up before we start).

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► Based on marketing thoughts discussed:

Subsequent printing options:

Business Cards with the rebranded image	250	
Notepads with to do lists (sticky notes)	1	
Pens	1	
Christmas With Love Bright Red cups with new brand	250	
Fridge Magnets	10	
Presentation folders	25	
Postcards	100	2,000
Guarantee Quality Assurance Cards	1,000	2,000
Gift Credits Certificates made out to your Community Charity	25	2,000 (Value \$2.00@)
Seasonal Catalogues (similar to Kmart or Farmers mailer)	20,000	30,000

Costs to be quoted on and valid for 1 week for printing, website work 30 days, marketing work and other modules 3 months so can be added after the initial work is complete – approx 3 weeks for print, up to 6 weeks for online.

► **Notes:**

Budget per month \$



Website Development and Content Management

- ▶ Thank you for the chance to provide an estimate to create your website.
- ▶ I hope this document will satisfy your requirements.

Karen Wisse
X
X
X
X
X

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Karen Wisse Profile



Karen Wisse, operates from a Christchurch base in New Zealand. With experience in developing websites ranging in objectives.

The current client list ranges from Bakery Franchisors to the Hotel Industry. Having developed - maintained and consulted on over 100 websites since inception in 1997, Karen has considerable experience and a history of innovation.

Over the years Karen Wisse has won awards and received international recognition for quality & design.

The business solutions regarding HR knowledge bases are effective, economical and the ROI is immense.

Sample Portfolio

Xtra.co.nz

[Lost and Found](#)

Hint.co.nz

www.Kbs.co.nz

linesonline.co.nz

phonenow.co.nz

Sabresigns.co.nz

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- ▶ We are constantly implementing the best solutions and offer you Client X, the latest web technology for your business requirements. As a proactive business, we will make you aware of opportunities of the benefits; and future proof your business.
- ▶ We advise you utilise the ability to create your own pages and folders into a back end offline document storage system for HR components, sales targets, KPI's and general knowledge base. Do it in your own time, with your staff updating it. This ensures they have zero deniability regarding company incident register, hazard register, performance mandates, health and safety policies and procedures. Make it password protected for additional peace of mind. Make sure all new staff are orientated through this system by giving them a login, and monitor how often they log in. This may prevent expensive and lengthy personal grievance cases, it may prevent ACC fines – it may save you up to \$7000.00 average ever two years.
- ▶ We will handle the building of your website present for your sales team to follow up on - Through search engine marketing, on-going support, updates and reporting, we will ensure your website is an on-going success story.

▶ SYSTEM REQUIREMENTS

- ▶ A live browser friendly content management system can enable you to easily and quickly update your web pages without the need for specialised web skills.
- ▶ All prices are subjective to your specific needs, and do not include GST.

Seriously as easy as Microsoft Word

- ▶ **And the shopping module**, produces online catalogues with colour, size, matrix and adjustable attributes to handle additional requirements for instance gift wrapping and with an easier menu selection than sites we've looked at on your behalf.
- ▶ With each CMS site, you create the pages, your team take the photos. **No** expensive photographer onsite unless you've hired one specifically.
- ▶ Just edit a page using icons your familiar with.
- ▶ **Our opinion:**
 1. Use classic styling - no clutter.
 2. As we are going into summer use photos from Sumner on a nor-wester evening.
 3. If your not ready for online shopping - Use the shopping cart with the pricing switched off – switch it on later without any expense, then you can update each product with a price AND allow your members discounted prices.
 4. Create a members area for the downloading of price sheets for your corporate clients.
 5. Purchase the Newsletter module so we can template a system to suit your needs.
 6. Use the Lightbox option on the header – allowing you to add your new product solutions and the images will cycle through as your needs grow – this will also allow you to profile new items, and remove old ones.

The following websites may be of interest:

<http://www.consumer.org.nz/>
<http://www.ubd.co.nz/>
<http://www.netguide.co.nz/>



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▶ OVERVIEW

- ▶ On offer is your real-time solution with source code that is based on industry standards, giving ownership of the business process and generated data to you the client.
- ▶ The front end is user friendly for concurrent transaction enquiries, the administrative side, again, simple to use with limited training – it's as simple as using programs that your team are already familiar with.
- ▶ Equipping your personal with the ability to take action and react to real-time data, responding to sales requests and general questions, whilst maintaining an online informational service for viewers to gain access to specifications and details regarding your merchandise or services.
- ▶ **Online Shopping can be utilized with prices switched off, you will find your customers will want them switched on, in our experience within 6 months.**
- ▶ **Newsletter option is the best form of circulating your company exposure to your clients, making sure you remember to create a new page relating to your newsletter so you can generate interest in your products and services – the more you work on this concept the better your sales will be.**
- ▶ **News area in your home page will be seen to your valued customers that the website is updated regularly and they will keep coming back to a fresh and lively experience. This will allow you to create a topical environment online, promoting community spirit.**
- ▶ **Lightbox – will allow you to place new images online with ease, these images will show up on the header of each page, and you control it. Place in here the favourite most commonly purchased items, or new showroom images as they become available to you – keep this to a theme inline with your offline advertising to promote your brand.**
- ▶ **Monthly Success Plan – this allows us to continue updating and reporting the online performance of your business by acquiring and building your performance with link building and adword campaigns.**
- ▶ **Password Protected - area to allow you to develop your area for wholesale pricing customers, as well as eventually build up your HR ideas.**

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OPTIONAL FULL SERVICE MAINTENANCE:

▶ Linesonline are in the unique position of being able to offer you a personally managed website with a full time service of adding and updating any content, images, or documents to the online systems to whatever needs may arise over the next 12 months.

▶ This will give you the equivalent of a full time salaried webmaster (normally a \$55,000+ PA). Costs depend upon frequency of updates, training packages if required and associated travel etc.

Full Service includes such things as:

- ▶ Adding or updating any part of the content or products on the site
- ▶ Scanning and manipulating images using Adobe Photoshop and other software
- ▶ Re-saving of any type of digital file to a user-friendly format (e.g. PDF files)
- ▶ Preparation and sending of any emails
- ▶ Image uploading and addition to any part of the site
- ▶ Analysing of website statistics
- ▶ Preparation, interpretation, and presentation of website statistic reports
- ▶ Handling of website feedback
- ▶ Re-issuing passwords and supplying forgotten password information
- ▶ Search engine optimisation and reporting, listing on web directories, banner advertising, reciprocal linking, newsgroups, special interest pages, e-zines and not forgetting traditional offline advertising methods.

▶ ***Or you can do this inhouse, without the salary of \$55k per annum and create your own Members area, an HR module, place your health and safety manuals online, update your Shopping Area, News area and do it all for the cost of a few hours a week of your own staffs time.***

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Category	Indicatively priced based on current information:	
Website Estimate for Client X with options		
<p>The website would be built using high quality graphics and using the latest Microsoft database technology allowing Client X administrators to update almost every part of the site including adding, updating and deleting all stock using a simple web based interface if you decide to go with a database package:</p> <p>This covers the following:</p> <ul style="list-style-type: none"> Easy addition of information to the website Content Editor WITH 10 CMS PAGES COMPLETED FOR YOU Menu Editor Print Page Subscribe (with ability to opt out unsubscribe backend) Reports and Stats area for you to analyse and update the site accordingly Search Function Contact form with 4 unique text fields suited to your business. Hosting Uploading and addition of images Uploading and addition of any digital file. Multiple login and password ability for admin and sector areas Online Training Manuals either as PDF for printing or interactive, Pre-course workbooks, <p>All non-included modules could be added at any time within an approx. 8 week period based on our standard terms.</p>		
*The licensing of the Basic package CMS is priced from:	\$2,865.00 NZD	10 pages already designed, implemented and live with your training. Allow approx. \$400.00 to convert any original site into the CMS
Monthly Hosting	\$50.00	100MB per month
Payment Options on above	\$140.00	24 month term
	\$115.00	36 month term
The licensing of the Standard package CMS is priced from:	\$3,500.00 NZD	15 pages already designed, implemented and live with your training. Allow approx. \$1000.00 to convert any original site into the CMS
Monthly Hosting	\$60.00	200MB per month
Payment Options on above	\$215.00	24 month term
	\$180.00	36 month term
The licensing of the Advanced package CMS is priced from:	\$4750 NZD	20 pages already designed, implemented and live with your training. Allow approx. \$1200.00 to convert any original site into the CMS
Monthly Hosting	\$70.00	250MB per month
Payment Options on above	\$260.00	24 month term
	\$180.00	36 month term
Additional modules available at extra costs:		
Module	Add Hosting	

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	per Month	
*Newsletter	\$25.00	\$350.00 Templated to suit your needs
*News	\$15.00	\$195.00 Update your home page with this add on – present fresh info
Survey Editor	\$15.00	\$350.00 Can also be used for Competitions online marketing concepts
Blog	\$30.00	\$350.00 If you have an interest or social network group this is fantastic
Product Catalogue	\$35.00	\$650.00 Ours features THE BEST SOLUTION ON THE MARKET
*Members Area	\$25.00	\$350.00 Privacy for investors, staff, suppliers, preferred clients etc
Photo Gallery	\$15.00	\$195.00 Great an interest group that return frequently
*Shopping Cart	\$40.00	\$1995.00 Comprehensive solution – can hide pricing, discount, freight incl
Flash Header	\$15.00	\$195.00 Smooth integration images that flow and inspire
Data Collection	\$35.00	\$650.00 to be used **** (incl with newsletter or survey)???
Custom Payment form	\$35.00	\$650.00 different from shopping cart – ie charity donations direct banking
Online Events Calendars	\$35.00	\$1250.00 Can also be used in the Members or Staff only area as a sign in
Additional forms	\$15.00	From \$195.00 calculators, estimators, online self calculating quotes, online service bookings, export to restaurant or hotel room manager
Chatroom	\$15.00	\$1860.00
Moderated Forum	\$1,500.00	* Threaded discussion lists, automated moderator.
Non Moderated Forum	*\$800.00	
Text Messaging	\$2,500.00	* Can be implemented with monthly credit in shopping basket.
Intranet	\$185.00	\$6895.00 includes secure, password protection and 4 initial folders with 16 completed pages including staff calendar, newsletter, blog, hazard and incident register forms
Scanning and photographing	-	Admin time \$25.00 per hour or Professional Photographer \$115 per hour
Supplying Generic Photos	-	\$16.00 @ per nonexclusive license 300dpi supplied on CD
Additional Design	-	From \$95.00 per hour
Additional Pages		\$75.00 ph
Keyword Research		\$180.00 per company (Yours, your competitors)
Additional training		\$90.00 generally this is for new staff members includes manual
Automated database functionality		\$95.00 per hour ie import, export, format reports into CRM etc
Back up on CD		\$58.00 each event can be scheduled as requested (48 hours notice) + courier fee overnight with signature
Back up onto other media		TBA
Google Adwords campaign		Minimum budget \$100 per month + set up costs of \$65.00.
Search Engine Optimisation		\$625 Keyword research is a constant pressure, as is link optimisation
*Monthly Success Plan		\$195 per month – we focus on reporting and creating links and exposure

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- ▶ Quote Valid for six weeks example.

It is my opinion that you require the following: \$5,950 + Monthly costs of SEO, Hosting and GST

Product	Upfront	Hosting per month
Basic Package	\$2,865	\$50
Shopping Cart	\$1,995	\$40
Members Area	\$ 350	\$25
Newsletter	\$ 350	\$25
News	\$ 195	\$15
Lightbox	-	\$15
SEO Success Plan	\$ 195 Mthly	None

Deposit	\$1,785.00 (40% of total)
Second Month	\$ 4,165.00 (70% of total)
Third Month	\$365.00 Hosting
Subsequent Months	\$365.00 Hosting

- ▶ **OR with a personal guarantee we will open an account for your business and provide you with the following payment plan:**

- ▶ **Deposit** **\$1,785.00**
- ▶ **Subsequent Months** **\$ 470.00** **(Based on a 36 month cycle without any interest charged)**

- ▶ Time frames: Sign today – get your finished site by the 19th December 2008

- ▶ **At a latter date I seriously suggest: you create your own members area for your staff and use it as an intranet with out the expense of us building it – we will keep an eye on the hosting costs and when it goes over 100MB we will update your hosting plan.**

- ▶ Please appreciate we are entering schedules that coincide with Christmas and New Year holidays for our team, and possibly yours. To keep realistic time frames we will need to allow possibly longer than the normal 6 weeks to implement your site if you need it over this period.

- ▶ This estimate stays in place until 22nd December 2008
We will be closed from this date until Mid January 2009

- Allow an average of 6 weeks for full implementation and testing of site from date of deposit. Timeframes may differ according to work loads - please secure by giving as much notice and information as possible.
Again please note all prices exclude GST.

Best regards

Karen Wisse

Linesonline.co.nz
Cell NZ 02111 4 22 88 or
Phone +64 3 360 2444

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Project Development - Terms Of Trade January 2003

How we Work

▶ Step One: Allow 2 weeks for a full quote to be established once Linesonline receives the application form, the quote will be dependant on size and implementation as requested as per the survey/form. Failure to correctly state size and appropriate information at this time may cause rise to the costs.

▶ Step Two: Upon receipt of the deposit a client brief will be written for all parties to agree upon. This is to ensure a comprehensive understanding for what is involved in the project.

▶ The brief will detail aspects & timelines of the project.

▶ Step Three: On completion and final client approval, Linesonline will upload the full site online, and provide a full working version of the website written to CD. In addition we will store all electronic materials for one year as a security measure.

Ownership

▶ Once full and final payment has been received the ownership of static Web material [images and Text] remains the property of the Client, however all intellectual property remains the property of Linesonline. Designs or layouts may not be used in any media without the express permission of Linesonline, where additional fees may apply.

▶ Any software, database, modules or active components may not be used on any other projects, modified by any other parties in a commercial environment or on-sold.

▶ All Prices are in NEW ZEALAND Dollars. All prices exclude GST. Currently we Are NOT registered for GST

▶ The policies below are applicable to Linesonline.com and any service that they are asked to provide to any client, and further applicable to any other sites on the World Wide Web portion of the Internet owned / operated or written by Linesonline or any other publication, either digital, written or printed which is designed and created for the client by Linesonline.

▶ By applying for information on costs specific to your company; Linesonline assumes you accept full acceptance of all terms and conditions as set out below.

TERMS AND CONDITIONS OF SUPPLY and or SERVICES

1. By this agreement Linesonline (NEW ZEALAND) agrees to supply to the customer services as per instructions based on the following general Contract and supplemented by agreed clarifications in individual emails. Therefore each Contract shall be an individual process after consultation including and based on the following terms and conditions. Please print this page off for your consideration prior to acceptance. By Contracting Linesonline to carry out any work or service for you or your company, you shall be termed the client and shall be held personally accountable to the following contract.

1.a All email, written and Verbal contracts are liable to the Payment Regime.

2. The price referred to in the estimate/quote shall include transmission to the customer via email. Any other form of delivery must be prepaid by the customer, in the form of a self addressed envelope or courier bag, including approp. stamps etc.

3. The client may provide and request a back up disk of all work for a minimal fee plus prepaid postage and handling.

4. Karen Wisse Trading as Linesonline shall not be liable for the loss or delay of any publication or report in transit to the customer, although Karen Wisse Trading as Linesonline has policy to replace any material so lost.

Important Disclaimer:

6. No person should rely on the contents of any website publication without first obtaining advice from a qualified professional person. Each website/advertising contract is sold on the terms and conditions and understanding that (1) the authors, consultants and editors are not responsible for the results of any actions taken on the basis of information in that publication, nor for any error in or omission from that publication; and (2) the publisher is not engaged in rendering legal, accounting, professional or other advice or services. The publisher and the authors, consultants and editors, expressly disclaim all and any liability and responsibility to any person, whether a purchaser or reader of any publication referred to above or not, whether wholly or partially, upon the whole or any part of the contents of such publication. Without limiting the generality of the above, no author, consultant or editor shall have any responsibility for any act or omission of any other author, consultant or editor.



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7. All rights are reserved. No part of this work covered by copyright may be reproduced or copied in any form or by any means (graphic, electronic or mechanical, including photocopying, recording, taping, or information-retrieval systems) without the written permission of Karen Wisse Trading as Linesonline ..

Linesonline CONTRACTUAL POLICY

► The client will:

Provide, on disc (preferably in a Teach Text format with art work in Photoshop etc.), information to be used in the website. If you have brochures of the artwork and or printed materials these would be very helpful to understand the existing Company image that you wish to project.

Pay the deposit and all other payments as set out on the schedule. The deposit being 40% of the entire cost as per estimate/quote.

The client acknowledges that Karen Wisse Trading as Linesonline is under no obligation to proceed to the next stage of the design of the client's website until payment has been made for all the previous stages which have been completed by Karen Wisse Trading as Linesonline; and Karen Wisse Trading as Linesonline .. will close down the website if the maintenance fee remains unpaid for 2 months.

Please note that all contracts for advertising purposes are to be executed over a 6 month minimum period.

The client may not sell, or otherwise assign etc. original materials, images, text, copyright's in the services offered by Linesonline included in the website or other publications; to any other person without the written consent of Karen Wisse Trading as Linesonline.

The client indemnifies Karen Wisse Trading as Linesonline and all its employees, contractors and agents from any actions which arise as a result of material provided by the client for inclusion in the website or any other publication, either digital, written or printed.

The client may not employ, contract or hire any of Karen Wisse Trading as Linesonline's employees, contractors or agents to do work of a similar nature to that provided by Karen Wisse Trading as Linesonline without the written consent of Karen Wisse Trading as Linesonline for a period of 6 months after being invoiced from Karen Wisse trading as...

The client allows Karen Wisse Trading as Linesonline to publicise its name as the creator of the website on the homepage with links to Linesonline.com. where it deems favorable.

Karen Wisse Trading as Linesonline will:

► Give the client an estimate/quote, as required by the client, for the cost of a website or other service requested, which will remain valid for 30 days from the date that the estimate or quote is given. After such date no guarantees on costs apply.

Linesonline own the copyright to all material included in the website or any other publication, either digital, written or printed which is designed and created for the client and may re-use the material in future projects at their discretion. Maintenance of the website, if required by the client, and any changes to the website requested by the client shall be negotiated on an individual basis.

PAYMENT REGIME

► A invoice will be sent to you prior work started for a 40% deposit.

The customer agrees to pay Karen Wisse Trading as Linesonline the total price referred to on the estimate/quote once the customer authorises work to commence. All payments are to be made to "Linesonline".

This agreement shall comprise a single agreement and the customer shall not be entitled to abate or withhold any payment for any reason other than default by Karen Wisse Trading as Linesonline in the performance of its obligations hereunder.

If you want us to do an absolutely fabulous website: courier samples to our staff. It makes them smile.

Payment is required six monthly in advance for cheque payments and for credit card options on advertising contracts.

Payment is required for a minimum of a six months contract for all advertising contracts.

Payment for all website construction is on a individual basis.

Payments for website construction shall be on a schedule, with approx. 40% being up front starting costs. This is non-negotiable.

If there has been no deposit made there will be no work started for your site.



The ideal content for your internet site. The ideal internet site for your content

A subsequent payment will be required of the customer once the stylesheet has been agreed to and approved by the client, this will be 30% of the initial estimate/quote. You will be required to make your final payment of 30% prior to the work being delivered but after you have had an opportunity to approve it. Please note that approval of the stylesheet concludes the design stage of the work. Any additional changes to design and layout will be charged at the additional costs of NZ\$105. per hour minimum.

You can also negotiate a monthly payment plan IF you provide a personal guarantee.

All fees/invoices etc. must be paid on a cash sale basis. (Maximum 5 days after invoice allows for postage etc.) No statements will be issued. NZ Tax. is exclusive from all price structures please do not forget to anticipate it if you are a NEW ZEALAND resident. All prices are in NEW ZEALAND Currency. If payment for services rendered become overdue Linesonline shall invoke penalty interest and debt collection fees and any court action or other costs associated with recovering the debt will be charged to the client and recoverable by any action Linesonline deems appropriate. See Overdue Accounts.

Overdue Accounts

▶ All account payment terms are 14 days from date of invoice. Accounts that fall overdue for periods of 14 days or greater are liable to a 5% penalty fee for every 14 days that the account remains overdue.

If an account remains unpaid for a period of 14 days all contracts shall be suspended and a debt collection agency will be contacted by Karen Wisse Trading as Linesonline.

All debt collection fees and any interest and penalties and court costs shall be recoverable prior to any settlement.

Where any portion of the invoiced amount due; is outstanding beyond due date, Karen Wisse Trading as Linesonline shall be entitled to forthwith suspend any or every service referred to without prejudice to its right to enforce payment of the overdue amount and any subsequent and additional costs incurred which shall be recovered, but shall upon payment by the customer of such unpaid overdue amounts and costs, and upon request by the customer; provide the customer with resumed work at Linesonline's discretion.

Karen Wisse Trading as Linesonline prefers to be contacted in advance of un-necessary actions.

It is our aim to avoid mis-communications in the area of unhappy clients so please request an individual payment schedule if your company's accounts need to be handled differently.

Duration of Contract

▶ All advertising contracts are placed on a minimum six monthly contract.

At this point on the internet you may be happy to take a longer contract. This can be negotiated.

All commitments are based on the specified individual's needs, as defined in, be it email or written or verbal transcripts which refer to and clarify this contract, be it set hourly, per individual basis etc. Please be aware that we wish to have an honorable and constructive working arrangement by clarifying our payment regime and working conditions prior to taking on contractual commitments.

Termination of Contract

▶ A minimum of one months notice must be given for early termination of an advertising contract.

Online registrants may cancel their advertisements/sponsorship within the first month providing they pay a 40% administration charge.

This must not be confused with any layout costs.

The formation of any advertising/sponsorship work must be paid concurrent to cancellation.

Cancellation must be provided by e-mail or in writing via the postal service: stating the company name and account details with any password requirements.

A bad time to cancel a contract is after it is completed and before payment. Please contact us immediately if you have any issues.

Sales Tax

▶ All prices indicated exclude NEW ZEALAND goods and services tax (G.S.T.), which will be incurred only if the content is to be invoiced to a NEW ZEALAND Business or Resident whilst using a third party provider. Currently Karen Wisse is NOT registered for GST.



Advertising Terms and Conditions

▶ Most advertising services will be instituted immediately upon registration, however some services may take some time to process.

More information will be available on an individual basis upon request per your contract.

Grant to publish information

▶ The customer grants Linesonline the right to publish the information supplied to Karen Wisse Trading as Linesonline, including logos and other materials provided by the customer. Karen will not knowingly use information or images that are subject to copyright and will undertake due diligence by asking the client if we have permission to use the digital or printed copy provided if it looks suspicious. Personally I view piracy as stealing from strangers; and do not think it a responsible way to create a brand image for a business.

Currency

▶ All prices are in NEW ZEALAND dollars.

Price Changes

▶ All fees are subject to change without prior notification.

Linesonline PRIVACY POLICY

Linesonline Online collects personally identifying information only during (i) competitions or registration and (ii) sponsorship registration for sites which require sponsorship. In addition, information is collected in certain portions of sites in which guests specifically and knowingly provide such information along with content submissions, community postings (i.e., chat or bulletin boards), suggestions, or voting. Linesonline may use such information for editorial and feedback purposes (to the extent that is explained when guests provide the information). In the event Linesonline plans to post any such information on a site, guests are provided prior notification of such posting on the initial form.

Policies for Individuals Over 18 Years of Age:

With the permission of a guest who is over 18 years of age, information submitted at the time of registration or submission may be used for marketing and promotional purposes by Linesonline and may be shared with companies that have been pre-screened by Linesonline. If a guest objects to such use for any reason, he/she may stop that use -- either by e-mail request or by modifying his/her registration information online.

Policies for Individuals 18 and Under

No information should be submitted to or posted at Linesonline Online's Web sites by people 18 years of age or under without their parent's or guardian's consent.

Information collected from people 18 years of age or under shall not be used for any marketing or promotional purposes whatsoever, either inside or outside Linesonline.

All registrants receive e-mail confirming their registration. In addition, when a person under the age of 18 registers, his/her parent or guardian receives an e-mail alerting them to the child's registration and providing instructions on how the parent could delete the child's registration, if so desired.

Although individuals under the age of 18 are allowed to participate in contests, if a person under the age of 18 wins, notification and prizes are sent to the parents or guardians identified in the initial Linesonline.com registration process.

Participants e-mail addresses shall never be posted on Karen Wisse Trading as Linesonline ...com

Linesonline encourages parents and guardians to spend time online with their children.

Linesonline reserves the right to change this policy at any time by notifying guests of the existence of a new privacy policy. You can send e-mail to us with any further questions.



Acknowledgment Of Terms

▶ This document contains the terms upon which Linesonline accepts instruction to provide services to you. Unless formally advised otherwise, your continued instruction will be taken by Linesonline as your acceptance of these terms. To avoid misunderstanding's we do ask you to sign and return the acknowledgment below.

▶ I / We acknowledge and accept the Terms of Trade contained in this document.

▶ Client Name:

▶ Job Description: _____

▶ Costs to include:

Total Cost for website development		\$
Full service webmaster approx. From estimated \$	monthly	\$
Hosting \$	month per domain	\$
Maintenance \$	month	\$
OPTIONAL ADDITIONS		
Optional Personalised Email Newsletter		\$
Text Messaging from		\$
Real time Online Events Calendar		\$
INTRANET design costs only		\$
Intranet development		\$

▶ Agreed Costs: _____

▶ Purchase Order Number: _____

▶ Notes : _____

▶ Website design as required Signed [client] _____

▶ Signed [Linesonline]: _____

▶ Dated: _____

▶ Signed [Client]: _____

▶ Dated: _____