



Proposal

Planeteria Media

Date: March 20, 2023
Customer ID: MONMOUTH

To: Monmouth County Division of Tourism
3rd Floor, 1 East Main St., Freehold, New Jersey 07728

Design Phase	Description	Hours	Rate	Line Total
1	Discovery	50	\$ 130.00	\$ 6,500.00
	Questionnaire & Documents	15	130	1,950.00
	Kickoff	20	130	2,600.00
	Moodboard	15	130	1,950.00
2	Information Architecture	160	\$ 130.00	20,800.00
	Sitemap & Page Types	75	130	9,750.00
	Wireframes (All Page Types)	85	130	11,050.00
3	Visual Design	100	\$ 130.00	13,000.00
	Website Style Guide: Colors & Typography	40	130	5,200.00
	All Page Design Mockups	60	130	7,800.00
4	Content Strategy & Migration	155	\$ 130.00	20,150.00
	Mapping Content & Content Sanctuary	35	130	4,550.00
	Content Editing & Compiling	45	130	5,850.00
	Content Migration	75	130	9,750.00
5	Development	140	\$ 130.00	18,200.00
	Server, CMS Setup & Template Development	90	130	11,700.00
	Quality Assurance	35	130	4,550.00
	Beta Site & Initial Training	15	130	1,950.00
6	Quality Assurance & Launch	25	\$ 130.00	3,250.00
	User Feedback & Feedback Implementation	10	130	1,300.00
	Content Edits & Launch	15	130	1,950.00
7	Post Launch Monitoring & Training	25	\$ 130.00	3,250.00
	Post Launch "Hyper-Care" Monitoring	10	130	1,300.00
	Hands on Training & Video Training Library	15	130	1,950.00
Design & Development Total				\$ 85,150.00
Annual Managed Maintenance				\$ 5,500.00
Annual Hosting (Pantheon Medium Performance Plan)				\$ 3,300.00
Additional Services				\$130/ Hour

The price quoted encompasses all scope of work as a fixed price and will not exceed the quoted amount. Terms of payment can be agreed upon selecting Planeteria as your vendor for this project. Payment terms will be communicated clearly prior to award of contract. We have several options in terms of different payment models: (1) Bench Mark Payments: When certain stages of the project are completed, agreed upon payments will be invoiced. (2) Monthly Invoicing: Invoices are sent each month based on work completed that month. (3) Half Down/Half Upon Completion (4) No-Interest Payment Plans

Payment schedules can be arranged.
Thank you for your business!

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