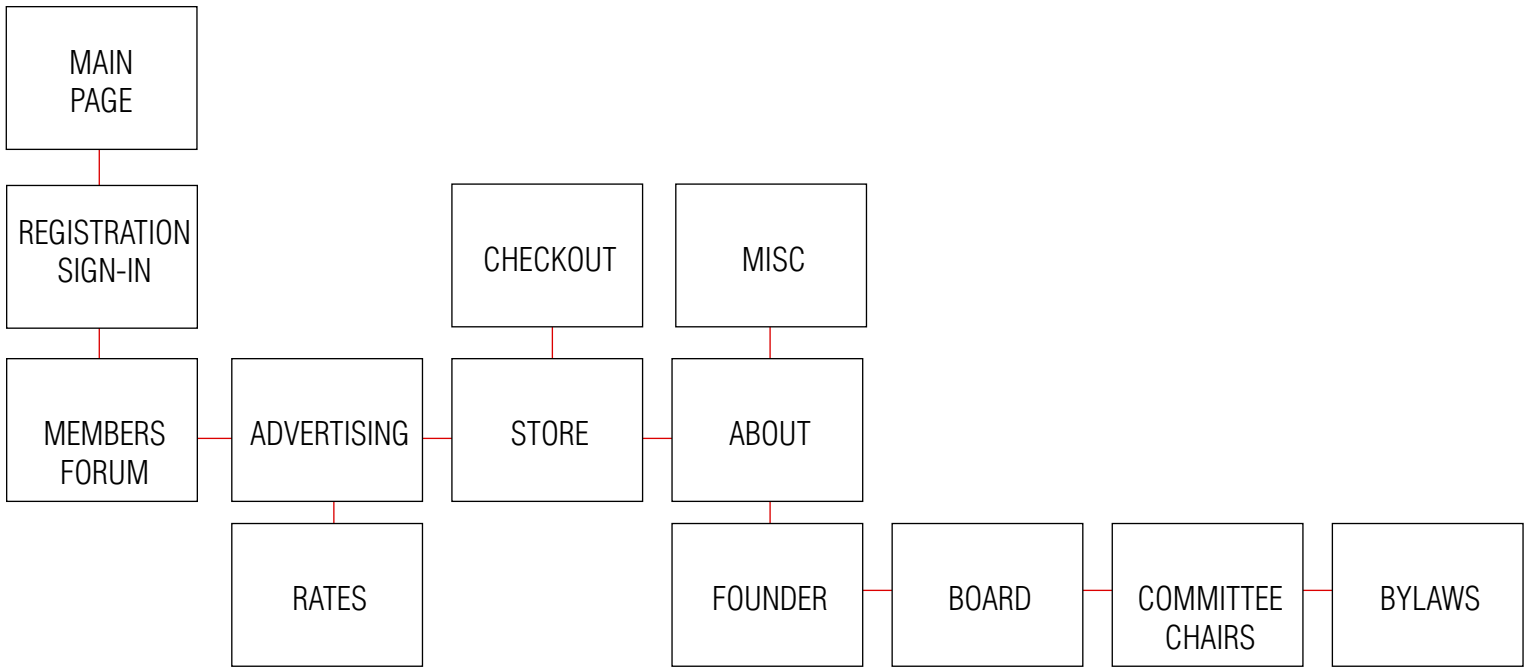


Web Design Overview

Success is built on the reliance of what your company provides – expectations are met, needs of customers are fulfilled, and the experience is positive. User experience is crucial for your customers to connect to the quality of the service at **Name of web-site**. By understanding the user's expectations and needs, we are able to ensure your customers are satisfied with your website.

The initial launch of a newly designed website requires a combination of people, process, technologies and strategy to provide an effective foundation for all online efforts.

- Builds a foundation of sustainable online marketing competency that becomes a strategic piece of branding, integrating all online and offline marketing collateral.
- Allows for the implementation of a broad range of consumer marketing tactics for primary and secondary customers (i.e. current customers as well as potential customers.)
- Allows for the possibility of individual branded efforts (i.e. maintaining your companies identity and making it stand out and above others.)



Week 1: Exploration	Week 2: Elaboration	Week 3: Construction	Week 4: Evaluation
Develop Site Concepts Identify User Expectations Current Site Assessment Content Audit (photography) Determine Brand Strategy Initial Production Schedule	Type Treatment & Graphics Standards Create Initial Standards & Guidelines Final Production & Launch Schedule	Construct/Program Pages Content Development Content Management Specifications Site Launch	Plan Future Releases Objectives Finalize Documentation Quality Assurance Testing

SABRE DESIGN & PUBLISHING is a cross-functional team comprised of four major disciplines: design, information architecture, site authoring, and content. We are dedicated to the development of intuitive, innovative functionality and contextually relevant user interfaces for web and print.

Our team has years of experience in marketing and developing user experiences that maximize brand impact.

Estimate of up to 20 web page designs (13 shown above)
Cost: Flat-rate fee of \$5000.00 that includes design and programming of all pages.
 Require 25% deposit, 25% upon first drafts and 50% upon approved completion and upload of final web site files. This quote is good for 60 days. Quoted this day, November 30, 2005.



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