

Web Site Project Agreement & Guidelines

What we need from you in order to get started.

We divide our web site development process into two Phases. In order to complete each Phase, we require some specific items from you that you will see listed below.

Phase I: The Design Phase

What we Require from you to get started: Complete this Document (Items 1-6 below), Fill out Form B, Fax them both to us at (949)209-1836

The purpose of The Design Phase is to develop and complete the main “look” and the layout of your web site and to get this approved by you. By the end of The Design Phase you will have a good representation of what your web site is going to look like. We require your approval of this design before we move on to Phase II, the final phase where all of your content is gathered and implemented into your site.

The below items of Phase I are specifically what we need in order to begin development. Please get these back to us as soon as possible.

1. Company / Contact Information

Company Name _____ Your Name _____

Phone Number _____ Fax Number _____

Your Email Address _____

Business Address _____

Your web site address for this Project _____

2. Provide us with Examples of Other Web Sites that You Like:

There must be two or three web sites in particular that have certain aspects that you would like to implement into your own web site. We prefer that you send us as much as possible so that we get started on the right track. At the very least, we prefer to have examples of navigation layout and color schemes.

A1. Web site 1 address _____

A2. What you like about web site 1 _____

B1. Web site 2 address _____

B2. What you like about web site 2 _____

C1. Web site 3 address _____

C2. What you like about web site 3 _____

3. Logo and Tagline:

Please email your logo and tagline, if applicable, that you would like to appear on your website. If you have an existing web site, simply provide us with your web address and we can get your logo there.

Your current web site address _____

4. Navigation Layout (Site Map):

This is the most critical document that we need from you in order to get started as soon as possible.

Please draw out a similar form according to **Form B** (attached) – it does not need to be typed. This will show us your required navigation, number of pages, number of flash elements, and the location of everything.

Please make sure your handwriting is legible. Once completed, fax this additional page to us along with this document which you have filled out.

Based upon your navigation layout, please list the total number of individual web pages: _____

Note: The total number of web pages is very important. There is a big difference between having 10 pages, and 11 pages. If we have provided you with a quote for 10 pages, and once we start the project you inform us that you actually have 11 pages, the cost of your project will increase proportionally. Our quotes are firm and any changes made to a project after we have provided a quote, simply require a new quote.

5. Web Site Hosting Information / FTP Information

Note: Hosting User Name/Password as well as FTP User Name/Password are very easy to obtain by contacting your hosting company. If our customers provide us with innaccurate information it is extremely time consuming and causes many delays. Therefore, if our customers provide us with innaccurate hosting/FTP information we must add an additional charge of \$100.00 to your project which will be billed to your account. We encourage our customers to take a moment to thoroughly confirm this information with their hosting Company prior to submitting the information to us. If you do not yet have this information, please leave this area blank. You may provide it to us later after you have confirmed the information. Phase I (the Design Phase) can be completed without this information. However, we will need this information to begin Phase II Development.

a. Web Site Address where your web site is being hosted: _____

b. User Name _____ Password _____

c. Please provide your FTP Information (i.e. ftp.nikimedia.com) _____

User name _____ Password _____

Note: Niki Media Group owns and manages its own servers because it is an absolutely necessary component of providing excellent service to our customers. Web sites incur various problems all the time, and by controlling our own servers we control all of the web sites on them and are therefore able to fix problems instantaneously. Most importantly, our representatives can be reached by phone at any time (99.9% of hosting companies cannot be reached by phone, leaving your urgent problems to be dealt with by email). *For these obvious reasons we highly recommend that our customers host with our company.*

Are you interested in hosting your web site with Niki Media Group? Y N
If you answered Yes, your representative will provide you with costs and other required information.

6. Other Project Information

Here we will gather more information from you about your web site. *You will need to answer some of these questions after you have filled out Form B.*

a. Total Pages of Your Web Site _____

b. Will you have an image gallery, or a portfolio of images anywhere on your site? Y N

If YES, How many images will you have on this page? _____

***NOTE:** If there is any special way that you would like to display this image gallery, or set of images on your web site, you need to let us know immediately. Unless otherwise specified on this document, our web site pricing allows for one image gallery containing no more than fifteen images all listed on one page. If you would like to have more than fifteen images displayed on this page, you also need to let us know immediately.*

7. Is Flash Animation included in this project? Y N

If YES, to the best of your knowledge Please explain what is required, and where it is required:

8. Is logo Design included in this project? Y N If YES, how many: _____

9. Is an HTML email newsletter design included in this project? Y N

10. Is an eCommerce Store included in this project? Y N

11. Are you interested in taking advantage of our personal-service hosting plans, starting at \$29.99/mo.?

Y N

12. Is a domain transfer to our own servers (for web hosting) included in this project? Y N

13. Is the design of brochures, folders, business cards, flyers, or any other marketing material included in this project?

Y N

Please explain: _____

15. Terms and Conditions, Other Information and First Payment: Further information on our terms and conditions may be read at <http://www.nikimedia.com/services/websites/terms.html> .

In order to get started we do require a 50% payment up front if you are paying with a credit card (if you are paying with a check, we require 100% payment up front). This payment is fully refundable before or at the end of Phase I if you are not satisfied with our ability to design your web site. At the end of Phase I, you are required to approve of your web site design so that we may proceed with building the rest of your site (Phase II). Once we begin Phase II, it is extremely difficult and time consuming to go backwards and edit aspects completed during Phase I. As a

result, if you require Phase I adjustments after we have proceeded into Phase II, we must provide you with separate quotes and charge extra for such adjustments at that time. We will get your consent before doing any additional work outside the scope of your project, so there will be no surprises whatsoever. Therefore, it is important to be thorough when you approve Phase I and make sure that your design is to your liking. This is not hard to do.

The remaining 50% is to be paid once Phase 1 has been approved. Unless other terms have been agreed upon in writing, your credit card on file will be charged once we receive approval of your Phase 1 design from you in writing. This can be done by simply sending us an email. We greatly appreciate your cooperation in this matter and are excited to work alongside you to accomplish your goals.

Should any dispute arise during Phase II, Niki Media Group reserves the right to terminate the relationship at any time. However, should Niki Media Group choose to do so, it must provide customer with a full refund for Phase II (50% of total project cost). Niki Media Group must also provide all work performed for the customer at that point. Most importantly, this will include the editable design file completed in Phase I which the customer has paid for. The customer is free to use this design and can work with any other company to build its website as they see fit.

Customer Signature Required

In order to obtain a quote and to move forward with any project, you must sign below and submit this form.

Please sign here acknowledging that you have read, understand, and agree to everything set forth on this entire document, as well as our terms and conditions:

Your Signature _____

Your Name (Please Print) _____

Date _____

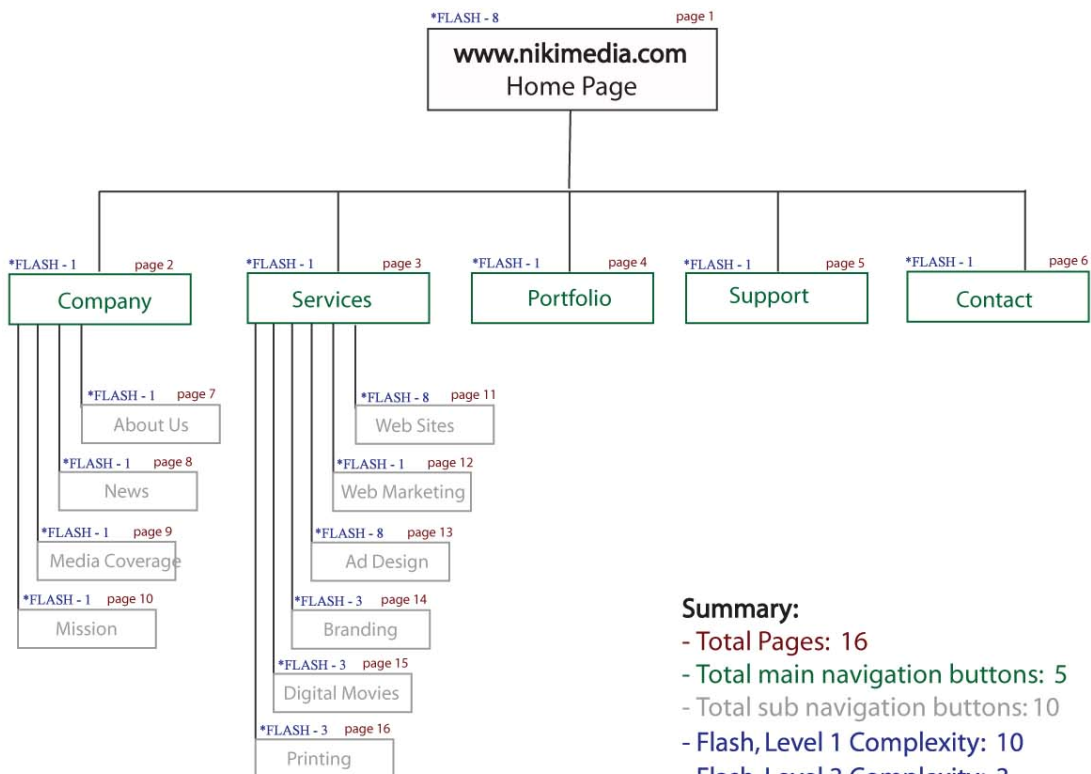
Sample Form B

This Form is going to help you:

1. Count the number of pages your web site will have
2. Determine your “main navigation” buttons that will appear on every page of your web site
3. Determine your “sub navigation” buttons
4. Determine where you want Flash Animation, if at all. You can also specify its complexity on a scale of 1-10 (with 10 being most complex). If you are unsure, just put a “ ? ”.

This is an example “Site Map” of Niki Media Group’s web site

Please use this example and reference our web site in order to create your own



Summary:

- Total Pages: 16
- Total main navigation buttons: 5
- Total sub navigation buttons: 10
- Flash, Level 1 Complexity: 10
- Flash, Level 3 Complexity: 3
- Flash, Level 8 Complexity: 3

Phase II: Final Content Submission Phase

Time Required to Complete: ~ 1-2 weeks, depending upon how quickly we receive your content
Total Items Required From You: 1 Microsoft Word Document (Outlining your Text and Pictures Needed for Every Page), 1 CD (or email attachments) with all of your images

The items in Phase II are what we need to complete your site. Since Phase II begins only after Phase I is completed, there is no urgency in getting these items to us until then. Instead, we ask you to begin organizing these items over the next week or so and hold on to them so that you can submit them all together. *In order to avoid confusion, please do not submit these items until your representative has requested them.*

Note: In order to avoid any unnecessary further charges, please make sure that you have thoroughly proofread and spell-checked your text and have looked over your images prior to submission.

- 1. Text:** In a Microsoft Word document (see our **example** below), specify each page that you would like to have text on. Then, write the text you would like for the corresponding page. If no text is necessary for a specific page, simply do not specify the page. If you are unsure of what to put on a specific page at the moment, please put a “?”.
- 2. All Photos and Images:**
On this same Microsoft Word document, specify the filename of the image on its corresponding page(s). This way we will know where to put your images. If you are unsure of what to put on a specific page at the moment, please put a “ ? ”. If you require an image for a specific page, but do not have that image ready yet, please signify this with a “ ? ”.
- 3. Links:**
On this same Microsoft Word document, specify anywhere you want links in your text by simply underlining the text (as seen in the example below) and changing the color to blue. Then immediately after this text, in parenthesis, please specify where the link will take a user once clicked. *Note: Please make sure that your filenames correspond exactly to what you have specified in your Word document.*

Upon our request, email us all of these images or send them on a CD by mail.

EXAMPLE:

This is an example of the Word Document we are Requesting from You in Phase II

1. “Services” Page:

Text: Businesses and individuals use Niki Media Group because of our ability to provide unparalleled, first-class design at competitive prices in order to grow sales of our customers' products and/or services. Our customers continue to do business with us because the services we provide grow sales. It's that simple.

Our expertise in this field is a direct result of decades of successful marketing and business experience. We are executives who know how to research, develop, and implement solutions that are appropriate for your target audience and business model.

Our wide range of services include [Web Design](#) (link to web design page), [Ad Design](#) (link to ad design page), [Branding](#) (link to branding page) Design, as well as [Web Marketing](#) (link to www.nikimedia.com/marketing), [Digital Movies](#) (link to www.nikimedia.com/movies.html), and Wide Format [Printing](#) (link to printing page). Please use the links tiled horizontally to learn more about our services and pricing.

Images: services.jpg , mypicture.gif , website_photo.jpg,