



2005 Pricelist and Development Costs Guides

Development and Design Work Rates:

Sociofixture Design has a range of world class production, design and consulting it engages in across a broad range of industries.

The below price guides and work rates are subject to variation depending on individual client and product specifications.

Contract Work Rates: [All work is subject to GST and can incur an additional 15% costing.]

Programming: **\$110.00/hour + GST** (including network solutions/ back end code writing, planning and management.)

Flash design: **\$70.00/hour + GST** (including all Action script 1.0. AS2.0 comes under coding costs)

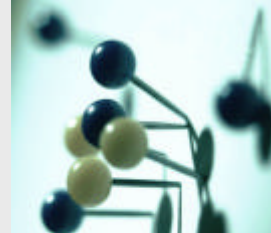
Layout Design: **\$50.00/hour + GST** (all page/ magazine/newspaper etc...)

Illustrative Design: **\$70.00 + GST** (complex illustrative work, subject to conditons)

DVD Authoring: **\$110.00/hour + GST**

Video Editing: **\$80.00/hour + GST**

Data Conversion: **\$80.00/hour + GST**



Website Design

Sociofixture implementation and production estimates: including client liaison and all production hours

Package 1.

5 Page HTML Brochure Site (Home page, 3 content pages, 1 contact page with form and site map).
 (3 level design templates) (approx retail @ : \$2000.00) (base 2 mail addresses.) (links: 4 per page + nav)

SFIX	Total Cost	\$1110.00 + GST
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Variation (10% can apply to hours indicated above within reasonable circumstances.)

Turnaround: Packages 1 1 week (Specific to guidelines)

Sociofixture implementation and production estimates: including client liaison and all production hours

Package 2.

10 Page HTML Brochure Site (Home page, 8 content pages, 1 contact page with form and site map).
 (3 level design templates) (base 4 mail addresses.) (links: 4 per page + nav)

Pk 02	SFIX Layout/Design implementation;	
SFIX	Total Cost	\$1610.00 + GST

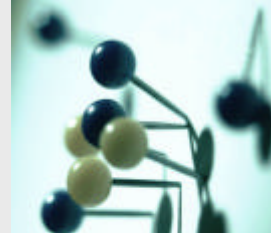
Turnaround: Packages 1 1 week (Specific to guidelines)

Sociofixture implementation and production estimates: including client liaison and all production hours

Package 3.

15 Page HTML Brochure Site (Home page, 13 content pages, 1 contact page with form and site map).
 (4 level design templates) (approx retail @ : \$4800.00) (base 6 mail addresses.) (links: 4 per page + nav)

Pk 03	SFIX Layout/Design implementation;	
SFIX	Total Cost	\$2010.00 + GST



Content management systems:

Sociofixture builds its content management to specification for customization.

Base CMS 1 compulsory components

@ 1400.00 per instance + GST

- Page content updates. [Image insertion, text content, basic linking functions]
 - Client Customer Database for download > email.
 - Navigation update tool (renaming site pages)
 - Logon account and security capabilities [option 1 including 1 logo for administration]
 - Two or three tiered navigational structure [i.e.: dropdown menus].
 - User instructions menu. [basic and to mirror training information]
 - Custom design templates for page design available.
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CMS 02 | Option 2 /or Option 3 + Base CMS (included as part of package 2)

@ 2000.00 per instance + GST

Secured non merchant ecommerce facilities [shopping cart] or out capabilities as per database needs.
(Newsletter facilities)

Option 3 + Option 2 + Base CMS [w. additional design template] (included as part of package 3)

@ 3000.00 per instance + GST

Mail-out capabilities as per database needs. [Newsletter facilities]
Secured non merchant ecommerce facilities. [Sales facilities]

Please contact us for further information on an amazing array of modules.



DVD Authoring and Interactive Production

Interactive Production varies due to the custom nature of specification overall. However there are package costs available to clients requiring interactive-online and CDROM/DVD within specified conditions. [See above contract specification for details.]

Special Packages:

Basic DVD Authoring costs: **\$1800.00 + GST** needs [excluding source material production and travel for this package.]
This includes a standard format DVD interface with menu functionality. Programming for this is done across several applications however with amazing design and media production including 3D, sound production, score etc... there are several basic design packages to choose from.

DVD Author Promotional package:

This is a promotional and education interactive piece which can be used for marketing, in house education, in service design etc... etc... A product that is totally scaleable to your needs as an individual or a business.

Including...

Interface for standard format DVD
Video content editing and optimisation for DVD up to 10 minutes [conditions apply]
Display graphics for promotional and educational purposes.
DVD cover and Print on DVD and cover materials.
Archiving and all production source material.

Costs:

Costs for all production and consultation needs [excluding source material production and travel] for this package.

\$5,000.00 + GST

Production Time

Dependent on supply of materials and content.



Supply format and design specifications

The above work schedules will need to incorporate well controlled design delivery for content specified at quotation stage of client brief.

All elements being delivery to SFIX from clients directly should follow the following format specifications as per their content areas.

Client Direct information:

All production text documents:

[Rich text format] Not Word Documents as word documents frequently carry MS style sheet information.

- Plain text documents with line spacing indicating paragraph.
- Each page to be represented in separated documents titled as per page heading specified and signed off for the navigation.
- Special layout notes document [Any client specific layout notes. **NB:** if these lay outside of CMS capabilities extra costs will apply]

Digital data (All data should be supplied at full resolution 300 dpi and 72dpi where ever possible noting that the images should be left for resizing and placement by designers unless otherwise specified. [Working file types: .GIF/.TIF/.JPEG])

Non optimised data: [Extra costs may apply here.]

- Medium res. (150 dpi) Jpeg format for pictures non optimised for web.
- Any design graphics in original development format. (Common eps/psd/png) otherwise without gradients gif files will suffice.
- Files with unusually high resolutions or file sizes will take longer to work with and could incur extra costing.

Please contact us for further information on an amazing array of modules.

All of the above information is specific to change and does not obligate any costs, however it does represent an approximate costs.