

## Website Benefits

- Increased communication & exposure
- Save postage and printing costs by publishing your newsletters and pedigrees online
- Clubs postage by making your premiums available online
- Save long distance phone costs by placing common information online
- Place rescue and puppy application forms with bios and photos online
- Advertise events or litters online
- Save time by having Frequently Asked Questions and breed information available 24/7 online

### MIRA DESIGNS

Michel Berner  
W14849 Scotch Pine Rd.  
Fairchild, WI 54741

715-563-1459  
michel@miravizslas.com

## *DO YOU HAVE PRESENCE?*

MIRA DESIGNS  
michel@miravizslas.com



# MIRA Designs

- Dog clubs and breeders that have websites are no longer considered the “cutting edge,” but “mainstream” in today’s society.
- The average person will search the internet or send an e-mail before placing a phone call.
- If you do not have a web presence, your kennel is missing the opportunity to promote your chosen breed to the majority of Americans.
- Owned by “dog people,” we at MIRA Designs understand the language and needs of dog clubs and breeders along with understanding the needs of the general public.

## Start-up Costs

<b>Basic 10 page website</b> Includes 50 megabytes of server space, 25 POP3 e-mail addresses, domain registry, monthly updates , up to 20 photos.	<b>\$2000.00</b>
<b>Breeder Package</b> Includes 50 megabytes of server space, 25 POP3 e-mail addresses, domain registry, monthly updates, 15 individual pages, 30 photos, weekly updates of litters.	<b>\$2500.00</b>
<b>Dog Club Package</b> Dog Club Package includes 50 megabytes of space, 25 POP3 e-mail addresses, 30 individual pages, 50 photos, monthly updates, premiums/running orders/results uploaded within 3 business days,	<b>\$3500.00</b>
<b>Add-On Custom Web Theme</b> Custom design of link buttons, page headers, background to be used on your website exclusively.	<b>\$2000.00</b>
<b>Add-On Additional pages (each)</b> Most breeders will not need more than the Basic package	<b>\$75.00</b>
<b>Add-On Each picture over 50 total</b> If scanned and original returned by MIRA Designs (see Basic site pricing above)	<b>\$3.00</b>
<b>Add-On Each picture over package total</b> If submitted to MIRA Designs on disk or via e-mail (see basic site pricing above) or if provided in hard copy to be returned to client	<b>\$0.50/digital \$1.00 hard copy</b>
<b>Add-On Each additional megabyte of storage</b> Most clubs & breeders will not require more than 50 MB of space	<b>\$25.00</b>
<b>Annual Renewal</b> Annual renewal fee	<b>\$1500.00</b>

## Additional Add-ons

- Dog Photography  
\$65/hour plus expenses
- Business Presence  
(letterhead &, business card design)  
\$250 and you own the master pdf file
- Print Advertising Design and Layout  
\$35/hour
- Brochure Design  
\$35/hour

50% due at time of order , 20% due at mid-point, 30% due at time of completion. All web content must be provided by client.