

One Company. Endless Possibilities.

888/632-8844 spectrummrks.com



SPECTRUM

MARKETING SERVICES

Web Services



About Us



At Spectrum Marketing Services, we believe in making your experience a positive and rewarding one. We are One Company with Endless Possibilities. Those possibilities go beyond the extensive product offerings and solutions available to you as our client and partner. We value creating strong partnerships with all of our clients through integrity, commitment to excellence, and quality of service. Spectrum strives for a culture of teamwork, internally and with each of our customers. We remember where we started with rewarding our communities with our success.

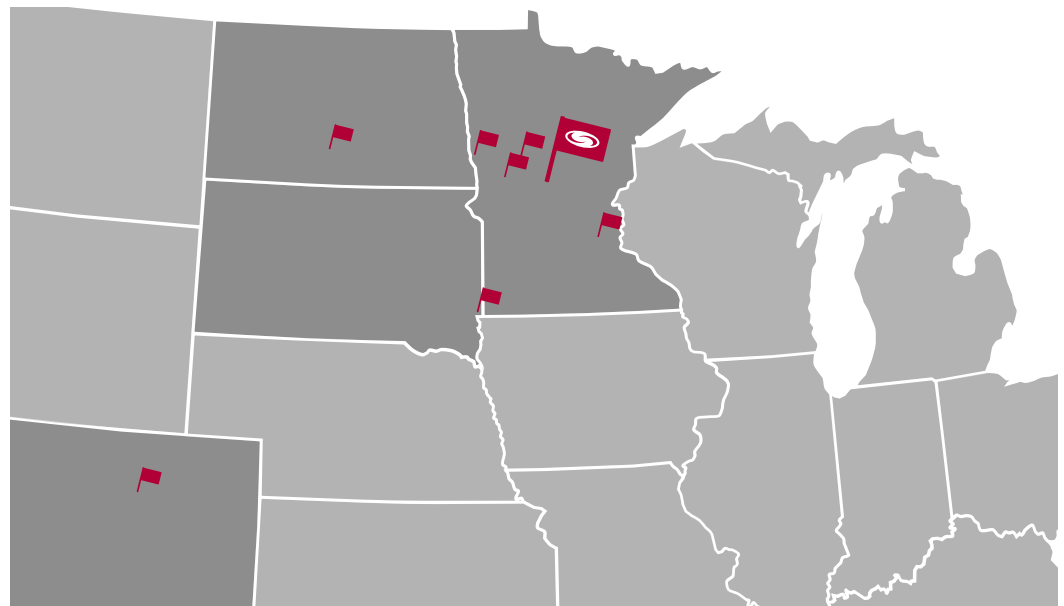
Thank you for considering Spectrum as your partner.

CORPORATE OFFICE & PRODUCTION FACILITY:

- Little Falls, Minnesota

SALES OFFICES:

- Alexandria, Minnesota
- Bismarck, North Dakota
- Denver, Colorado
- Minneapolis, Minnesota
- Moorhead, Minnesota
- Sioux Falls, South Dakota
- Wadena, Minnesota



Originally founded in 1994, Spectrum began as a small commercial printing facility. Spectrum still maintains that entire side of the business by housing a large six-color offset press, multiple quick-print presses and two digital presses. Spectrum found huge success within the print industry in the 90's and added satellite sales offices in Alexandria, Wadena and Moorhead, Minnesota. With print business booming, Spectrum decided to launch into a new adventure. Apparel and promotional products would be the new endeavor with machines installed and producing by October of 2003. Growth came quickly and Spectrum soon outgrew their building, so in the spring of 2004, moved into a large facility in the industrial park of Little Falls, Minnesota. This new facility not only offered more elbow room for the equipment, but shelving and warehouse potential. And there,

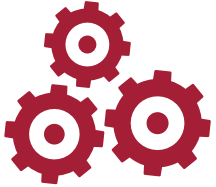
fulfillment was born. Spectrum signed its first online fulfillment customer in 2007 and has grown and maintained online e-stores and websites for many clients from that day forward. Since then, Spectrum has expanded their equipment and capabilities by purchasing a laser station, an all-over-print garment press and over-the-seam capabilities. In late 2013, Spectrum purchased a company in Sioux Falls, South Dakota establishing another location in a new market. In 2014, we expanded into North Dakota by opening a sales office in Bismarck. Today, Spectrum has entered into nearly every facet of the marketing services industry creating a unique buying experience for our clients.

One Company. Endless Possibilities.

Connect with us!



What We Do



Today, online tools are a must and we are here to take you into the wide world of e-commerce and website development. Spectrum designs and develops customer websites that are inspiring, functional and easy to navigate. We can also design and implement online stores that include a complete product distribution network with online ordering and inventory management. Paired with our quality products and custom printed marketing materials, our website design, e-commerce, and content writing services will deliver solutions that far exceed your expectations.



Planning and Creativity

Planning an online project takes focus and creativity because it is the launching point of your business strategies moving into the future. We know how stressful finding a web services partner can be, so we are here to make the process easy and successful. We get to know you and your goals and together, we can choose the best solutions for your company.



Design

We offer complete creative services including corporate identity, website design, creative marketing materials, and everything in between. Our design department boasts the most current design software as well as state-of-the-art equipment. Our outstanding team of experienced designers can provide direction and build your project from the ground up leaving you with a finished look that is both professional and stunning.



Development

After the creative design of your website or e-store has been established, development begins. We are experts in efficiency and functionality making sure that your site is both user friendly and powerful. We are trained in the latest web development technology and tools making it easy for you to reap the benefits of your online business.



Marketing and Promotion

Your shiny new site is complete and ready for the world to see it. This is where our endless possibilities come into play. We can help drive traffic to your site by creating effective marketing materials, generating custom email campaigns and even managing your search engine optimization.

E-Store Packages



Please see our e-store development packages listed below. Remember, consultations are free! We would love to sit down with you and help choose a package that fits your needs!

Bronze

- 10 Products
- Promotional Products, Embroidery & Print Products
- No eDocuments Included
- 1 Logo Design Setup
- 1 Year Commitment
- \$100 per year after 1st year

\$500

Silver

- 20 Products
- Promotional Products, Embroidery & Print Products
- Up to 5 eDocuments
- Up to 2 Logo Design Setups
- 1 Year Commitment
- \$150 per year after 1st year

\$1000

Gold

- 30 Products
- Promotional Products, Embroidery & Print Products
- Up to 10 eDocuments
- Up to 3 Logo Design Setups
- 2 Year Commitment
- \$200 per year after 1st year

\$1,500

Let's talk about additional services! We can also offer SEO Monitoring, Marketing Emails, Social Media Integration and more!

All Packages Include:

- Technical Support
- Weekly Website Backup
- Mobile Device Compatible
- Analytics

Costs After Initial Setup

- Additional Products - \$55/per
- Additional eDocuments - \$75/per
- All Additional Updates: \$75/Hour

Maintenance Hours

- 10 Maintenance Hours: \$500
- 20 Maintenance Hours: \$1000
- 30 Maintenance Hours: \$1350
- 40 Maintenance Hours: \$1800

Website Packages



Please see our website development packages listed below. Each package includes design, development and hosting. Prices are based on basic informational website development. After we get to know your needs, a custom estimate will be provided to you.

Bronze

- 1-5 Pages Including:
 - Custom Design
 - Homepage Slider
 - Photo Gallery
 - Contact Us Form
- Basic Website Hosting:
 - 10 Email Accounts
 - 1 GB Disk Space
 - 10 GB Bandwidth
- Domain Registration
- \$200/per year after 1st year

\$1,695

Silver

- 6-10 Pages Including:
 - Custom Design
 - All Features From Bronze
 - 2 Custom Developed Blocks
 - 2 Custom Forms
- Standard Website Hosting:
 - 20 Email Accounts
 - 2 GB Disk Space
 - 20 GB Bandwidth
- Domain Registration
- \$250/per year after 1st year

\$2,595

Gold

- 11-15 Pages Including:
 - Custom Design
 - All Features From Silver
 - 3 Custom Developed Blocks
 - FAQ or Testimonials
 - Event Manager
- Premium Website Hosting:
 - Unlimited Email Accounts
 - 5 GB Disk Space
 - 50 GB Bandwidth
- Domain Registration
- \$300/per year after 1st year

\$3,395

All Packages Include:

- Technical Support
- Weekly Website Backup
- Mobile Device Compatible
- Client access to CMS
- Analytics

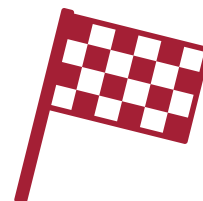
Costs After Initial Setup

- Recurring Hosting Fee After First Year
- All Additional Updates: \$75/Hour

Maintenance Hours

- 10 Maintenance Hours: \$500
- 20 Maintenance Hours: \$1000
- 30 Maintenance Hours: \$1350
- 40 Maintenance Hours: \$1800

Project Time Line



	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6
PROPOSAL & PRICING	■					
DESIGN		■	■			
DEVELOPMENT			■	■	■	
PROMOTION						■

WEEK 1

Review questionnaire with client. Review overall website functionality, time line and complexity of project. Spectrum presents proposal and pricing options. Proposal approved and signed. Promotion is discussed with client.

WEEK 2

Internal meeting to discuss and plan project development. Design and development concepts begin.

WEEK 3

Design concepts are complete and submitted to customer by weeks end. Design adjustments are completed and customer approval is received. Development begins.

WEEK 4

Development continues. Site is continually tested internally.

WEEK 5

Development and internal testing are completed. Site link is sent to customer and it is reviewed live on our server. Client makes adjustments and approves site. Final payment is due.

WEEK 6

Testing is completed again if major changes were made during development approval. Promotion is approved and released. Site goes live!

Every client and every site are unique. The above time line's purpose is to give a general idea of how an e-store or website can be scheduled, but it is by no means set in stone. We will work with our clients to make sure they are getting the product they would like in a time frame that works for their needs.

eStore/Website Agreement



Spectrum Marketing Services will provide eStore/website services to the client _____, beginning on date _____, and ending on date _____.

Spectrum Marketing Services will provide the following services to the Client:

E-Store Package

- Bronze \$500
- Silver \$1,000
- Gold \$1,500

Website Package

- Bronze \$1,695
- Silver \$2,595
- Gold \$3,395

Any other maintenance and/or changes that exceed the above package will be billed at \$75 per hour.

Client agrees to pay Spectrum Marketing Services a total fee of _____ for the above listed package, not including any additional maintenance or changes. Grand total including tax is _____.
1/2 of total fee due at signing, remaining 1/2 due at completion.

Permission and Confidentiality

Client will grant Spectrum Marketing Services complete access to the web page, including all write permissions necessary for the work.

not limited to logos, written materials, and products, belong solely to the Client. Spectrum Marketing Services has no rights to these items in any way.

Spectrum Marketing Services agrees that any knowledge gained as a result of this relationship shall remain confidential.

Spectrum Marketing Services will maintain the right to use any part of the website in his/her/its portfolio or advertising campaign.

Spectrum Marketing Services further agrees that all of the Client's materials accessed during the website maintenance, including but

Signed:

Client Name

Client Signature

Date: _____

Contractor Name

Contractor Signature

Date: _____



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