



Producer Satellite Web site

As a *Sod Solutions* Sod Producer you are eligible to take part in our network of Producer Web sites. *Sod Solutions* has partnered with the innovative online solutions provider *Brainstorm Web Design*. Together we have developed a plan that will provide your company with a new Web site that utilizes state-of-the-art features and award-winning design. Please read the following in order to familiarize yourself with the options available through this unique offer.

A. Standard Web site Development Package = \$5,500.00*

This package includes the following components:

- A unique Web design, styled to your individual business
- Eight pages, to be modeled after the following:
 - Home Page
 - Services
 - Products
 - About Us
 - FAQs
 - Where to Buy
 - Contact Us
 - Photo Gallery
 - News Blog
 - Turf Grass Calculator
 - Google Map
- The option to add as many new pages as your site requires.
- A "Where to Buy" link, displaying only **your** wholesale and retail customers
- An animated *Flash*® photo gallery for your photos
- Pull any content from your existing Web site

B. Custom Web site Design Package = \$8,500.00*

This package offers additional custom design to create a site to fit your very specific expectations.

If you have specific design ideas and want to have a Web site that is tailored to your company's new or existing creative direction, you have the option to upgrade to our *Custom Web site Design Package*. *Brainstorm Web Design* will work hand-in-hand with you to produce a Web site that not only meets your approval, but also brings you to the forefront of internet technology. The *Custom Design Package* begins with a planning meeting, where page structure and the general look and feel of the site are determined. From there, content is gathered and the site is built exactly to your needs and specifications. This package includes all of the features of the *Standard Package*, plus added pages and custom Flash photo gallery.

The *Custom Web site Design Package* is offered at an hourly rate of \$95.00 for added services like consultations, content development, copy writing, and custom application development. This rate is nearly 25% lower than *Brainstorm's* regular rate of \$120.00/hour.

*The monthly hosting and licensing fee includes the benefit of regular updates from SodSolutions.com for each site and is \$150.00.

"As new pages of information are added to the Sod Solutions' Web site, your Web site will be updated with those pages in real time."

Sharing of *Sod Solutions'* Content

Sod Solutions has developed a tremendous amount of valuable Web site content about the *Sod Solutions'* grass varieties that you sell. This content includes descriptions, research, technical documentation, installation and maintenance tips, professional photography, and more. As new pages of information are added to the *Sod Solutions'* Web site, your Web site will be updated with those pages in real time. Using our custom content-sharing network, we provide all of this useful knowledge to those visitors of **your** Web site. This is a great way to maintain fresh and up-to-date information about the *Sod Solutions'* products you represent.

Your Web site will be kept current with the *Sod Solutions'* news and photos relevant to the products you represent. As News, Press Releases, and images of individual grass varieties are posted to the *Sod Solutions'* Web site, your Web site will be updated simultaneously.

A la Carte Options

Brainstorm Web Design has many optional features that you may wish to include on your new Web site. These features can be purchased individually and are detailed below:

- **Advertisement Manager = \$800.00**
Sell Web site ad-space to your retailers or to other retail businesses in your area. Generate supplemental income from your new site with advertisements in a single location on the site or rotate them out each time the page refreshes.
- **PR Manager/eNewsletters = \$1,400.00**
This is a full-featured marketing center that allows you to remain up-to-date with your contacts database via email, using HTML formatted e-flyers.
- **Online Store Application = \$2,800.00**
This is a full-featured online shopping-cart with the ability to connect to your merchant account and accept online payments.
***Price does not include setting up merchant account, gateway or product entry.
- **Flash Header = Starts at \$1,200.00**
Brainstorm uses captivating images to play against your central message and assure that your visitors "get the message." That's the first hurdle in turning a first-time visitor into a repeat visitor.

Web site Hosting

Sod Solutions and *Brainstorm Web Design* have partnered to provide producers with a stable and secure location for hosting all of our shared-content sites. Sites will be hosted on a state-of-the-art Linux server, running the most current industry-standard software. This data-center is located in Lansing, Michigan, and is manned round the clock by qualified technicians.