



Schedule of Services for The Vision Council

August 10, 2020

NOTE: This pricing schedule is the property of danbailey.com and is intended for distribution only to Vision Council Optical Lab Division members.

Hourly Rate

For consulting, research or other projects not covered in a "fixed-price" manner.

Price: \$110 VC Price: \$99

Websites

Our "Lab Website" packages contain most of the features we find common to the needs of the wholesale optical lab and we can customize the websites to almost any level the client may desire. For a list of features please see Appendix A at the end of this package.

Note: pricing below does not include costs of photography used in the design. Client may provide high-res photographs or select stock photos from recommended stock photo services.

Standard Lab Website	Price: \$3200	VC Price: \$2880
Standard Plus Lab Website	Price: \$3700	VC Price: \$3330
Premium Lab Website	Price: \$5400	VC Price: \$4860
Premium Plus Lab Website	Price: \$6600	VC Price: \$5940

Demo site is at: www.dblabsite.com

Feature and Programming Customizations – are determined and priced based on individual needs of the client.

Monthly Hosting & Support Price: \$105 VC Price: \$95

Monthly fees for sites provided by danbailey.com include hosting and one hour of support time per month to assist member with content, pictures, etc. Support time is non-cumulative. This also includes an SSL certificate, so the site URL will display as HTTPS rather than HTTP. These charges are subject to change. Support does not include programming changes or additions which are usually performed on a fixed proposal basis.

Website Maintenance

For those that currently have websites we can perform routine maintenance and updates at the hourly rate.

Logo

Creation of a custom logo based on consultation with client to determine preferences. Finished logo will be delivered in digital files as .jpg and a vector based .eps file.

Price: \$1350 VC Price: \$1215

Logo – Biz Pack

As an add-on to the production of the logo we can also supply design files for business letterhead, envelope, and business cards. (The layout for one business card is completed and the client's printer of choice can modify for other employees as needed.)

Price: \$350 VC Price: \$315

### **Print Collateral Designs**

danbailey.com creates custom designs for print collateral and below is a list of common items produced. We do not typically handle the actual printing, only the design, which we then provide to your printer of choice. In the production of print materials, the Client provides a logo and text content in digital format. Text can be finished prose or provided in bullets and ideas and danbailey.com will rewrite.

Trifold Brochure | Sell Sheets | Rack Cards | Presentation Folder | Banner Stands | Trade Show Displays

#### **Hourly Rate**

### **Video Production**

danbailey.com provides video production for those labs desiring custom videos of their lab location and processes. There are many variables in the costs of producing a video, so the pricing is variable.

### **Photography**

Good photos really enhance the value of any website or printed marketing material. To keep the cost down, photo shoots should generally be done by a trusted local photographer. We can assist you with ideas for preparing your location for a photo shoot and we can also speak with the photographer about the types and styles of pictures that, in our experience, are most suitable for use by the lab.

### **Writing Services**

Business History, Personal bios, Magazine Articles, Press Releases, etc.

#### **Hourly Rate**

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