

# WEB & PHOTOGRAPHY SERVICES

2002

## DIGITAL PHOTOGRAPHY

**Basic Exterior Option**..... \$25.00  
Going to location within 30-mile radius of Traverse City, shooting exterior front of home, and providing JPG or GIF photos for web use. Includes a thumb and full size photo to your specifications. \$1 per mile additional beyond 30 miles.

**Extended Exterior Option**..... \$30.00  
All have the above, plus additional photos of the side and back yards and other exterior points of reference. Also includes a thumb and full size photos to your specifications for web use.

**Slide Show (Interior & Exterior)**..... \$75.00  
Going to location within 30 mile radius of Traverse City, shooting exterior and interior of home, creating JPG optimized photos for the web, programming and furnishing Active Server Page for linking from your web site for display of slide show. Includes thumb and full size photo of exterior front for your web page. \$1 per mile additional beyond 30 miles.

**Virtual Tour** ..... \$150.00  
Going to location within 30 mile radius of Traverse City, shooting exterior and interior of home, creating JPG optimized virtual tour photos and programming to display virtual tour. Furnished HTML or Active Server Page for you to link to from your web site. Includes thumb and full size photo of exterior front for your web page. Typically includes up to 5 different scenes (front yard, back yard, living room, dining room/kitchen or family room) depending on how large the rooms are. \$1 per mile additional if beyond 30-mile radius.

**Slide Show – Virtual Tour Combo**..... \$200.00  
The best combo for featuring a home. Slide show will include all exterior and interior of the house, including bedrooms and bathrooms, laundry room, etc. and all the features mentioned above for Slide Show and Virtual Tour within a radius of 30 miles of Traverse City. \$1 per mile additional beyond 30-mile radius. *Savings of \$25.00!*

*NOTE: Virtual Tours are NOT done with fish-eye lens, which tend to distort images. Our scenes are a series of photos taken at pre-determined degrees and are computer stitched and enhanced. Slide Shows are programmed in JavaScript or Flash and have an Auto Play and manual forward and reverse controls. Please allow 2-3 hours on-site for photography to create Slide Shows & Virtual Tours.*

## AUDIO

**Audio Narration**..... \$20.00  
Streaming audio narration of your home from a customer provided script for linking from your web page. Your web site visitors do not have to download the audio since it is streamed over the Internet. Add \$10 if script needs to be written.

## WEB SERVICES

**HTML or Active Server Pages**..... \$150.00 per page  
Based on customer furnishing any necessary digital logos, artwork and photographs with copy to be used on the page. Includes consultation, writing all HTML, ASP & JavaScript, setting up a database for security and real estate listings and linking to your listing page, testing and debugging all links and deploying to your server. \$150 per page is typical, but depending on what you furnish rates will be adjusted accordingly. Upon completion your web site will be submitted to all the major search engines for indexing. Allow 3-4 weeks for completion for a typical real estate web site.

**Web Page Alterations**..... \$30.00 per hour  
Base price per hour includes any revisions to a web page after concept and final copy is approved. Revising copy, rewriting HTML or Active Server Pages, testing and debugging, deploying to server can usually be done within 24 hours depending on how extensive the changes.

*Base price for creating web pages does not include any commercial artwork, but does include basic design concepts to facilitate ease of use, readability and navigation for the web site visitor. Although I do prefer all artwork and photos be provided digitally, I do have equipment for scanning your hard copy prints. Please provide any photos in JPG format with the highest quality and size possible. I will reduce and optimize for web use. Please feel free to call or email if you have any questions. Rate sheet subject to change without notice.*

**Russ W. Cole**

*Bringing to life new concepts in web design!*