



MORRIGAN INTERACTIVE

<http://www.morriganinteractive.com>

SELF-PROMOTION PLAN

MORRIGAN INTERACTIVE

10830 North 39th Avenue
PHOENIX, ARIZONA 85029

602 938 7010

Robert@morriganinteractive.com

Client Information

1. Name of your company and current site address (URL)?
2. Who has final approval of the project? Please list name, title, phone number, address and email they can be reached by.
3. What is the project's budget?
4. What is the project's projected launch date?

General Site Information

1. Do you have any assets that will need to be included in the project?
2. Are there certain technologies that you need for the site? For example: flash, streaming video/audio, javascript, etc.
3. Do you have a general idea of what this site should look like? Please describe in detail include color scheme, assets, logos, etc. Please list similar sites.

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CLIENT

Company _____

Contact Name _____

Address _____

City _____ State ____ ZIP ____ Country _____

Phone _____ FAX _____

E-mail address _____

Present WWW URL (if any):

Username _____ Password _____

These are the terms of our agreement together:

1. Authorization. The above-named Client is engaging MORRIGAN INTERACTIVE, known as Developer, a sole proprietor, located at YOUR ADDRESS, as an independent contractor for the specific purpose of developing and/or improving a web site. The Client hereby authorizes Developer to access the above FTP account, and authorizes the web hosting service to provide Developer with "write permission" for the Client's web page directory, cgi-bin directory, and any other directories or programs which need to be accessed for this project. The Client also authorizes Developer to publicize their completed web site to Web search engines, as well as other Web directories and indexes.

2. Standard Web Site Package:

Domain Registration: *The Developer will secure a domain name for the Client at the Client's request. All charges incurred in doing so will be billed to the Client as an addition to the base price contemplated by this agreement. These are Internic fees, and are not a source of income for the Developer.*

If the Client already has a domain name, the Developer will coordinate redirecting the address to the new host. Should the Client desire a specific domain name, which is already owned by another party, negotiations for said domain name must be undertaken by the Client.

Text. *Copy for web site must be supplied by the Client in a .doc format via disk or email attachment. Otherwise, if not supplied on disk or via email, there will be an additional charge for typesetting.*

Links. *This agreement contemplates up to an average of 12 external or relative links per page and an e-mail response link on each web page to any e-mail address specified by Client.*

This agreement also contemplates making any link the Client desires "pop up" in a new window if requested at the specific dimensions and configuration specified by the Author.

Photos. *Photos and other misc. graphic images must be supplied by Client.*

Installation. *Finished site will be uploaded to Client's hosting company.*

Site publicity. *The site will be subject to a one-time blast submission to at least 12 of the major Web search engines, such as Yahoo, AltaVista, InfoSeek, WebCrawler, Lycos, HotBot, etc.*

E-mail response link *on each web page to any e-mail address the Client designates.*

Cross Browser Compatibility. *Our agreement contemplates the creation of a web site viewable by both Netscape and Microsoft Internet Explorer. Compatibility is defined herein as all critical elements of each page being viewable in both browsers. Client is aware that some advanced techniques on the Internet, however, may require a more recent browser version and brand or plug-in. Client is also aware that as new browser versions of Internet Explorer and Netscape are developed, the new browser versions may not be compatible. In the absence of a Maintenance Agreement time spent to redesign a site for compatibility due to the introduction of a new browser version will be separately negotiated and in addition to the base price of our agreement.*

3. Standard Web site Packages only. The content of the web pages will be supplied by the Client and executed as specified by the Client in the "Web Site Planning Worksheet" dated _____. This web site includes up to _____ web pages. In case the Client desires additional standard web pages beyond the original number of pages specified above, the Client agrees to pay Developer an additional \$_____ for each additional web page. Graphics or photos beyond the allowed average of 1.3 per web page shall be billed at an additional \$____ each. Where custom graphic work (beyond the scope of the "Custom Graphics Package" detailed above) is requested, it will be billed at the hourly rate specified below. The store size and additional services, and prices of each are detailed on the attached estimate.

4. Online stores only. The text and graphic content of the web pages will be supplied by the Client and executed as specified by the Client in the "Web Page Planning Worksheet" and / or the Store Planning Worksheet. It is understood that total prices calculated are likely to vary from the final amount due to different quantities of products, categories, photos, regular pages, etc. in the final store. An

Estimate is listed in Appendix A and governs the prices for this contract. Notwithstanding any prices listed in literature or on web pages, the Client and Developer agree that the services described above in this section shall be completed for the amount indicated in Appendix A and / or Appendix B and

upon this amount the first payment shall be determined. The final payment shall reflect and include all elements actually completed at the prices attached.

We include e-mail/phone consultation of up to 2 hours total general Internet orientation education, marketing strategy, Web design consultation, and helping Clients learn to use the store software. Telephone long distance charges are in addition to package rates quoted. (Additional education and consultation is at our hourly rate.)

Product web pages, products, or photos added after the store is ready for advertising to the Web search engines will be calculated for actual time spent at the hourly rate specified below.

5. Available Services :

This agreement includes all the aforementioned services plus:

Page Redirection / Plug-in Technology. *JavaScript programming page redirection based on the presence or absence of a viewer's browser, plug-in, screen resolution and platform. Note however, that if additional pages are necessary to accommodate specific browsers, plug-in technology, screen resolutions, or platforms additional charges may apply.*

Graphic Creation / Banner Advertisements. *This custom package contemplates that the "Developer" will create, capture or receive from the Client all the graphic elements necessary to complete the Client's web site. This includes creation / redesign of Corporate Identity (logo), ancillary images, animated graphics, photography and banner advertisements.*

Macromedia Flash *Macromedia Flash is always an option and the specific understanding of our arrangement will be listed in Appendix A. Although Flash work is charged by the hour, the Developer warrants to protect the client by specifying a maximum charge in advance which will be listed in Appendix A. The Developer warrants to work earnestly to come in under the maximum charge.*

DHTML *This custom package contemplates using DHTML technology. The rate to program each DHTML page will be specified in Appendix A. The Author understands that DHTML technology may not work in older browsers and some DHTML technology is not cross-browser specific.*

Real Audio/Video. *This custom package contemplates using Real Audio or Real Video on the Client's site. If chosen, however, the charges for such will be listed in Appendix A.*

E-commerce. *This custom package contemplates the possibility of an e-commerce enabled site. If a shopping cart is required for the Client's site, the charges for the shopping cart will be listed in Appendix A.*

Secure Certificate *If the Client selects an e-commerce enabled site, the Client is encouraged to obtain a secure certificate for online transactions. The Client understands that if they do not obtain their own secure certificate, design capabilities on the shopping cart itself may be limited.*

Merchant Account *The Client will need a Merchant Account to enable the ability to accept credit cards online. Any charges necessary to secure the Merchant Account are chargeable to the Client.*

Real Time Credit Card Processing. *If the Client has a high volume / high sales web site, real-time credit card processing will be desired. In this instance, the Developer will assist the*

Client in obtaining this service. Any charges related to this service are the responsibility of the Client as an addition to this agreement.

Databases. *Costs for creation of a database will be specifically listed in Appendix A.*

Training. *The Developer will provide e-mail and telephone assistance to the Client's designated representatives regarding management of the Client's web site at a pre-negotiated rate.*

6. Additional Expenses. Client agrees to reimburse the Developer for any critical Client requested expenses necessary for the completion of the project. Examples would be:

- *Purchase of specific fonts at the Client's request,*
- *Purchase of specific photography at the Client's request.*
- *Purchase of specific software at the Client's request.*

7. Client Amends / Changes. Developer prides itself in providing excellent customer service. That is the spirit of our agreement and the spirit of the Developer's business. To that end, we encourage input from the Client during the design process.

The Developer understands, however, that Clients may request significant design changes to pages that have already built to the Client's specification. To that end, please note that our agreement does not include a provision for significant page modification or creation of additional pages in excess of our agreed page maximum [Appendix A]. If significant page modification is requested after a page has been built to the Author's specification, we must count it as an additional page.

Some examples of significant page modification at the request of the Client include:

- *Developing a new table or layer structure to accommodate a substantial redesign at the Client's request.*
- *Recreating or significantly modifying the company logo graphic at the Client's request.*
- *Replacing more than 75% of the text to any given page at the Client's request.*
- *Creating a new navigation structure or changing the link graphics at the Author's request.*
- *Significantly reconfiguring the Client's shopping cart with new product, shipping or discount calculation if an e-commerce enabled site has been selected by the Client.*

Clients who anticipate frequently changing the look of their site during the design process and Clients who desire to be intricately involved design of each page are encouraged to negotiate an agreement which exceeds the page maximum. If significant page modification is requested by the Client after the page maximum has been reached a Change Request with estimated costs will be submitted for Client approval prior to changes being done.

Moderate changes, however, will always be covered during our development of the site and also covered by our one month of free maintenance.

8. Third Party or Client Page Modification. Some Clients will desire to independently edit or update their web pages after completion of the site.

Note however, Developer is not responsible for any damage created by the Client or agent of the Client. Any repairs required will be assessed at an hourly rate of \$_____. [1 hour minimum charge].

9. Web Hosting. The Client agrees to select a web hosting service that allows OneWay Advertising full access to the web site and a cgi-bin directory via FTP and telnet. The Client further understands

that if the web hosting service's operating system is not a Unix system, standard CGI software may not work, and providing a substitute may incur additional charges.

10. Search Engine Registration. The Developer will optimize the Client's web site with appropriate titles, keywords, descriptions and text and thereafter submit the Client's web site to each of the major search engines and directories. The Developer also offers advanced search engine optimization and site promotion services. If advanced search engine optimization and site promotion services are desired the agreement for said services will be listed in Appendix B.

The Developer encourages all commercial Clients to obtain advanced Search Engine Optimization and Site Promotion services.

11. Work Schedule and Completion Date. Developer to submit a First Mockup Draft of web site no later than twenty (20) days after Developer receives signed agreement, along with down payment and initial direction from the Client. Client to provide Developer with all the data needed to complete web site, including text, company logo, and photos. Upon completion of this stage, the Client will be asked to confirm acceptance for the basic site design via e-mail or by signing a printed copy of the design and faxing to Developer. Once this acceptance is received from the Client, the work necessary to complete the project will continue.

Upon completion of the web site, an e-mail or letter and invoice will be sent to the Client advising the Client that the work has been completed. Client will supply written approval by printing, initialing and faxing back each page in web site. After contract has been paid in full, site will then be uploaded to Client's hosting company.

The Developer will burn one copy of the Client's web site onto a CD, at the Client's request, upon completion of the site and upon receipt of final balance. Additional copies of the CD are available for \$25.00 each.

12. Maintenance Grace Period. This agreement includes minor web page maintenance to regular web pages (not store product pages) over a one-month period, including updating links and making minor changes to a sentence or paragraph. It does not include removing nearly all the text from a page and replacing it with new text. If the Client or an agent other than Developer attempts updating the Client's pages, time to repair web pages will be assessed at the hourly rate, and is not included as part of the updating time. The one-month maintenance period commences upon the date the Client signs this contract.

Changes requested by the Client beyond those limits will be billed at the hourly rate [Appendix A]. This rate shall also apply toward additional work authorized beyond the maximums specified above for such services as: general Internet orientation education, marketing consulting, web page design, editing, modifying product pages and databases in an online store, and art, photo, graphics services, and helping Clients learn how to use their own web page editor. CGI programming charges (if any) are not included in this rate.

13. Extended Maintenance Contracts. Terms for Maintenance Contracts will be listed in Appendix B, using one of two methods.

The Monthly "Flat Rate" Maintenance Contract, payable each month, allowing up to 2 hours of changes per month, including new pages and store product changes. The "Flat Rate" Agreement is payable each month, whether the time is used or not. Changes requested, which go beyond the 2 hour limit, are chargeable at the rate disclosed in Appendix B.

The "As Needed" Maintenance Contract is a monthly chargeable agreement, higher than the "Flat Rate", but offering cost savings on sites with little to no changes. Charges incur when Client requests a change - 1 hour minimum charge. Details are listed in Appendix B.

14. Copyrights and Trademarks

The Client represents to Developer and unconditionally guarantees that any elements of text, graphics, photos, designs, trademarks, or other artwork furnished to Developer for inclusion in web pages are owned by the Client, or that the Client has permission from the rightful owner to use each of these elements, and will hold harmless, protect, and defend Developer and its subcontractors from any claim or suit arising from the use of such elements furnished by the Client.

15. Assignment of Project. The Developer reserves the right to assign certain subcontractors to this project to insure the right fit for the job as well as on-time completion. The Developer warrants all work completed by subcontractors for this project. When subcontracting is required, the Developer will only use industry recognized professionals.

16. Age. Authorized representative of the Client certifies that he or she is at least 18 years of age and legally capable of entering a contract in the State of Montana on behalf of the Client.

17. Warranties and Liability. Client agrees that any material submitted for publication will not contain anything leading to an abusive or unethical use of the Web Hosting Service, the Host Server or the Developer. Abusive and unethical materials and uses include, but are not limited to, pornography, obscenity, nudity, violations of privacy, computer viruses, harassment, any illegal activity, spamming, advocacy of an illegal activity, and any infringement of privacy..

Client hereby agrees to indemnify and hold harmless the Developer from any claim resulting from the Client's publication of material or use of those materials.

It is also understood that the Developer will not publish information over the Internet which may be used by another party to harm another. The Developer will also not develop a pornography or warez web site for the Client. The Developer reserves the right to determine what is and is not pornography.

Developer does not warrant the functions of the site will meet Client's expectations of site traffic or resulting business or that the operation of the web pages will be uninterrupted and / or error-free. Developer is not be held responsible for occasional downtime of email or web site due to line interruptions and/or other instances beyond Developers control.

18. Indemnification. Client agrees that it shall defend, indemnify, save and hold the Developer harmless from any and all demands, liabilities, losses, costs and claims, including reasonable attorney's fees associated with the Developer's development of the Client's web site. This includes Liabilities asserted against the Developer, it's subcontractors, it's agents, its clients, servants, officers and employees, that may arise or result from any service provided or performed or agreed to be performed or any product sold by the Client, its agents, employee or assigns.

Client also agrees to defend, indemnify and hold harmless the Developer against Liabilities arising out of any injury to person or property caused by any products or services sold or otherwise distributed over the Client's web site. This includes infringing on the proprietary rights of a third party, copyright infringement, and delivering any defective product or misinformation which is detrimental to another person, organization, or business.

19. Rights Upon Termination of Agreement. Developer shall transfer, assign and make available to Client all property and materials in Developer's possession or subject to Developer's control that are the property of Client, subject to payment in full of amounts due pursuant to this Agreement

Developer also agrees to provide reasonable cooperation in arranging for the transfer or approval of third party's interest in all contracts, agreements and other arrangements with advertising media, suppliers, talent and others not then utilized, and all rights and claims thereto and therein, following appropriate release from the obligations therein.

In the event the Client terminates this contract by registered letter within 30 days, 50% of down payment will be refunded. Work completed shall be billed at the hourly rate stated in Appendix A, and deducted from 50% of the down payment, the balance of which shall be returned to the Client. If, at the time of the request for refund, work has been completed beyond the amount covered by the initial payment, the Client shall be liable to pay for all work completed at the hourly rate. No portion of this initial payment will be refunded unless written application is made within 30 days of signing this contract.

Refund request must be submitted by registered letter to OneWay Advertising, P.O. Box 1170, Columbia Falls, Montana 59912.

20. Default. In the event of any default of any material obligation by or owed by a party pursuant to this Agreement, then the other party may provide written notice of such default and if such default is not cured within ten (10) days of the written notice, then the non-defaulting party may terminate this Agreement.

21. Notices. Any notice required by this Agreement or given in connection with it, shall be in writing and shall be given to the appropriate party by personal delivery or by certified mail, postage prepaid, or recognized overnight delivery services.

22. Laws Affecting Electronic Commerce. From time to time governments enact laws and levy taxes and tariffs affecting Internet electronic commerce. The Client agrees that the Client is solely responsible for complying with such laws, taxes, and tariffs, and will hold harmless, protect, and defend Developer and its subcontractors from any claim, suit, penalty, tax, or tariff arising from the Client's exercise of Internet electronic commerce.

23. Ownership to Web Pages and Graphics. Copyright to the finished assembled work of web pages and graphics produced by the Developer shall be vested with the Client upon final payment for the project. This ownership is to include, design, photos, graphics, source code, work-up files, text, and any program(s) specifically designed or purchased on behalf of the Client for completion of this project.

Rights to photos, graphics, computer programs are specifically not transferred to the Client, and remain the property of their respective owners. Developer and its subcontractors retain the right to display all designs as examples of their work in their respective portfolios.

24. Litigation. Any disputes arising from this contract will be litigated or arbitrated in Flathead County, Montana. This agreement shall be governed and construed in accordance with the laws of the State of Montana, USA.

Undersigned hereby agree to the terms, conditions and stipulations of this agreement on behalf of his or her organization or business. This Agreement constitutes the entire understanding of both parties. Any changes or modification thereto must be in writing and signed by both parties.

25. Payment of Fees. A minimum deposit of fifty percent (50%) is required to commence work.

Fees to Developer are due and payable on the following schedule: 50% upon signing of contract, 25% after first stage of site is completed and approved and the balance upon page completion, but

prior to delivery / uploading. If the total amount of this contract is less than \$700, the total amount shall be paid upon signing of contract and any additional costs incurred during development will be invoiced at the completion of the web site.

Advertising the pages to Web Search Engines and updating occur only after the final payment is made. All payments will be made in US funds.

Developer reserves the right to remove web pages from viewing on the Internet until final payment is made. If a payment delay is anticipated, please contact the Developer immediately for an alternative arrangement. In case collection proves necessary, the Client agrees to pay all fees incurred by that process. This agreement becomes effective only when signed by Developer. Regardless of the place of signing of this agreement, the Client agrees that for purposes of venue, this contract was entered into in Flathead County, Montana, and any dispute will be litigated or arbitrated in Flathead County, Montana

26. Sole Agreement. The agreement contained in this "Web Site Design Contract" constitutes the sole agreement between Developer and the Client regarding this web site. Any additional work not specified in this contract, Appendix A or Appendix B must be authorized by a written change order. All prices specified will be honored for 30 days after both parties sign this contract. Continued services after that time will require a new agreement.

This agreement constitutes the entire understanding of the Developer and Client. This agreement terminates and supersedes all prior understanding or agreements on the subject matter hereof. Any changes or modification thereto must be in writing and signed by both parties

27. Initial Payment and Refund Policy.

The total amount of this contract is \$_____.
This agreement begins with an initial down payment of \$_____.

The undersigned agrees to the terms of this agreement on behalf of his or her organization or business.

On behalf of the Client (authorized signature):

_____ Date _____

On behalf of Developer (authorized signature)

_____ Date _____

MORRIGAN INTERACTIVE

10830 N 39th AVENUE
PHOENIX, AZ 85029



Bill To: _____
Date **08/31/2006**

Invoice Number
INV206

Client Contact

Company

Phone 1: _____

Phone 2: _____

Email Address: _____

Address

City State Zip Code

Item	Description	Qty	Rate	Amount
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Terms

Total

BUSINESS CARD

ROBERT RUDD

MORRIGAN INTERACTIVE

<http://www.morriganinteractive.com>

▶ H 602-938-7010
▶ C 480-678-1376

▶ E robertsrudd@gmail.com

ROBERT RUDD

robert@morriganinteractive.com

MORRIGAN INTERACTIVE

www.morriganinteractive.com

▸ QUALIFICATIONS

Experienced web designer with strong creative skills. Works well in a team atmosphere. Strong performer in Dreamweaver, Photoshop and CSS.

▸ EDUCATION

2003–2006 **The Art Institute of Phoenix** **Phoenix, Az**
Bachelor of Arts, Interactive Media Design

▸ PROFESSIONAL EXPERIENCE

2005-current **Phoenix Fashion Week** **Phoenix, Az**
Web Designer
Website to promote Phoenix Fashion Week. It takes place every November.
site address: <http://www.phoenixfashionweek.com>

2006 **AIPX Studio 101** **Phoenix, Az**
Web Designer
Site designed for the admissions department at The Art Institute of Phoenix to promote Summer Studio 101 which took place June 19-23, 2006.
site address: <http://www.aipxstudio101.com>

2006 **ASPIRE** **Phoenix, Az**
Flash Game Designer, PHP coder
NASA Means Business Student Competition: Grand Prize Winner
Designed Puzzle Space, a flash puzzle game. Also modified the CSS for forum on site. Some PHP
site address: <http://www.foreverforward.us>

2000-current **Dobleronfilm** **Phoenix, Az**
Web Designer
Designed navigation, look and feel to site. Reviews come from Aaron Goldstein.
site address: <http://www.dobleronfilm.com>

2004-current **Alexi Melvin Online** **Phoenix, Az**
Web Designer
Designed navigation, look and feel to site. Pictures provided by Alexi. Site gets updated by myself as well.
site address: <http://www.aleximelvinonline.com>

▸ SKILLS

Photoshop, Illustrator, Fireworks, Dreamweaver, Flash, Office 2003, PHP, CSS, Javascript, 3ds max, Cleaner, After Effects, Premiere, AJAX, and Ruby on Rails