



CRYODRAGON[®]

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FROZEN LAIR
OF CREATIVITY

2021 PRICING

EXPERIENCE
OUR

WEB
GRAPHICS
SEO & MARKETING
CORPORATE BRANDING

PRICING DETAILS FOR
ALL WEB & GRAPHIC SERVICES



2021



CRYODRAGON[®]

PRICING & PACKAGES



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**EXPERIENCE OUR FROZEN
LAIR OF CREATIVITY**

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WEBSITE DESIGN & DEVELOPMENT

We have three web design packages for you to choose from. Due to the custom nature of each project we take on, we provide each of our clients with a personalized quote and proposal. As a result, we have provided ballpark prices below so that you can judge the degree of investment required for each web design package and any of your desired add-ons.

The following website design packages are based on a website using a WordPress content management platform. At CryoDragon, we are capable of working with various different platforms as well as HTML, CSS, PHP, JavaScript and more. Please contact us for a customized quote and proposal for your project.

FROZEN

\$ 2,080+

Customization of pre-built theme with corporate branding added to the site

\$80 per Web Page

In Person Consultation¹

Theme Purchase Included

Responsive / Mobile

Social Media Integration

Basic SEO

Basic Security

2h of Revisions

Migration Services

1h Training After Launch

**Major Theme Modifications²
Charged at \$80/h**

**EXAMPLE COST OF
5-PAGE SITE:**

\$2,480 + HST

ARCTIC

\$ 4,400+

Custom-designed theme to give you a unique look for your business

\$100 per Web Page

In Person Consultation¹

Design Wireframe / Mockup

Custom Theme Design

Responsive / Mobile

Social Media Integration

Advanced SEO

Advanced Security

Photo Sourcing

2 Rounds of Revisions³

Migration Services

2h Training After Launch

**EXAMPLE COST OF
5-PAGE SITE:**

\$4,900 + HST

CRYO

\$ 9,440+

Custom site with competitor research, AODA-ready, custom graphics and more

\$200 per Web Page

In Person Consultation¹

Competitor Research

Custom Wireframe / Mockup

Custom Graphics

Custom Theme Design

Responsive / Mobile

Social Media Integration

Extensive SEO

Extensive Security

Accessible AODA Ready

Sitemap / Google Analytics

Photo Sourcing

3 Rounds of Revisions³

Migration Services

4h Training After Launch

**EXAMPLE COST OF
5-PAGE SITE:**

\$10,400 + HST

¹ In person consultations are available free-of-charge only to clients located in Waterloo, Kitchener, Cambridge, Guelph, and surrounding areas. Clients that are located farther away are encouraged to communicate with us via email, phone, or video. We are willing to travel throughout Southwestern Ontario, but will need to charge for long distance drives exceeding 30 minutes of travel time one-way.

² Major theme modifications include any significant changes to the code of the pre-built theme for the Frozen package.

³ Each round of revision will involve a complete list of revisions to do, approved by both parties. As soon as the revisions have been completed, that round of revision will have ended. Any further revisions will be moved to the next round of revision.



E-COMMERCE & ONLINE SHOPPING

We have three E-Commerce packages for you to choose from. Ballpark prices are provided below and offer insight into the financial investment required for the extent of customization offered for each package.

The packages below are based on WordPress sites using a WooCommerce shopping platform. At CryoDragon, we are capable of working with various platforms including Shopify and completely custom solutions as well.

FROZEN

\$ 3,120+

Pre-built theme with an online storefront and integration of corporate branding

\$80 per Web Page

**Includes 10 Products
(\$20 per Additional Product)**

In Person Consultation¹

Theme Purchase Included

WooCommerce Integration

**Regular Shipping,
Cart & Checkout**

Responsive / Mobile

Social Media Integration

Basic SEO

Basic Security

2h of Revisions

Migration Services

1h Training After Launch

**Major Theme Modifications²
Charged at \$80/h**

**EXAMPLE COST OF
5-PG SITE + 10 PRODUCTS:
\$3,520 + HST**

ARCTIC

\$ 6,640+

Custom-designed theme with unique storefront that represents your brand

\$100 per Web Page

**Includes 25 Products
(\$20 per Additional Product)**

In Person Consultation¹

Design Wireframe / Mockup

Custom Theme Design

WooCommerce Integration

**Enhanced Shipping,
Cart & Checkout**

Responsive / Mobile

Social Media Integration

Advanced SEO

Advanced Security

Photo Sourcing

2 Rounds of Revisions³

Migration Services

2h Training After Launch

**EXAMPLE COST OF
5-PG SITE + 25 PRODUCTS:
\$7,140 + HST**

CRYO

\$ 14,080+

Completely custom store with competitor research, product photography, and more

\$200 per Web Page

**Includes 50 Products + Photo
(\$45 per Additional Product)**

In Person Consultation¹

Competitor Research

Custom Wireframe / Mockup

Custom Graphics

Custom Theme Design

WooCommerce Integration

**Custom Shipping,
Cart & Checkout**

Responsive / Mobile

Social Media Integration

Extensive SEO

Extensive Security

Accessible AODA Ready

Sitemap / Google Analytics

Photo Sourcing

3 Rounds of Revisions³

Migration Services

4h Training After Launch

**EXAMPLE COST OF
5-PG SITE + 50 PRODUCTS:
\$15,080 + HST**

¹ In person consultations are available free-of-charge only to clients located in Waterloo, Kitchener, Cambridge, Guelph, and surrounding areas. Clients that are located farther away are encouraged to communicate with us via email, phone, or video. We are willing to travel throughout Southwestern Ontario, but will need to charge for long distance drives exceeding 30 minutes of travel time one-way.

² Major theme modifications include any significant changes to the code of the pre-built theme for the Frozen package.

³ Each round of revision will involve a complete list of revisions to do, approved by both parties. As soon as the revisions have been completed, that round of revision will have ended. Any further revisions will be moved to the next round of revision.



FULL-SERVICE HOSTING / MAINTENANCE PACKAGES

CryoDragon is a full-service creative studio, meaning we can help with your website from creation to launch and continued support. We can manage your web hosting alone, manage just your website, or manage both for you. At CryoDragon, we have clear criteria for each of our hosting and/or maintenance packages. We also offer customized maintenance packages if you are looking for something more robust or unique.

Please note that any additional work done outside of those specified in each package will be charged at our hourly rate of \$80 + HST.

WYRM⁺

\$ 50 / MONTH

**Hosting Management +
Basic Website Maintenance**

All Features of Hatchling Plan

CMS Core & Plugin Updates

Website Bugs & Fixes

Website Edits (1h per Year)

Monthly Support Time: 30min

5% Off Billable Services

WYVERN⁺

\$ 125 / MONTH

**Hosting Management +
Professional Maintenance**

All Features of Wyrms Plan

Security & Site Monitoring

Website Speed + Optimization

Website Edits (3h per Year)

Monthly Support Time: 1h

10% Off Billable Services

DRAGON⁺

\$ 200 / MONTH

**Hosting Management +
Premium Maintenance**

All Features of Wyvern Plan

Priority Support

SEO & Reputation Monitoring

Website Updates (1h/mo)

Monthly Support Time: 1.5h

15% Off Billable Services

HATCHLING

\$ 35 / MONTH

**Domain / Hosting
Management**

Liaise with Web Host Provider

Install SSL Certificates

**General Email Management
via Web Host Provider**

Server Monitoring

Monthly Support Time: 30min

GET A CUSTOM PLAN

WE OFFER MONTHLY & ANNUAL PLANS

Basic to Complex Plans Available with These Features:

**Troubleshooting,
Assistance & Training**

Core Updates

Content Updating

Social Media Management

Search Engine Optimization

Site Monitoring and Backup

E-Commerce Management

**The Sky is the Limit!
(Let Us Know What You Need)**

THE MORE FEATURES YOU WANT, THE MORE YOU SAVE!

All website hosting management and website maintenance packages are billed on an annual basis unless alternate arrangements are made between CryoDragon Inc. and The Client.

CryoDragon Inc. does not provide web hosting services, but rather web hosting management services - that means we take care of everything related to your web hosting if you do not want to deal directly with a web host provider. If you choose any of our maintenance packages that include domain/hosting management, this covers the cost of our services in providing you support and being the primary liaison between The Client and The Client's web host provider. CryoDragon Inc. is not responsible for any server issues outside of our control.

CryoDragon recommends the following global web host providers: GreenGeeks, HostGator, GoDaddy, and A2 Hosting.



WEBSITE MAINTENANCE PACKAGES

CryoDragon is a full-service creative studio, meaning we can help with your website from creation to launch and continued support. When we finish your website, consider hiring us to help manage it on a regular basis. At CryoDragon, we have clear criteria for each of our maintenance packages. We also offer customized maintenance packages if you are looking for something more robust or unique.

Please note **the following packages do not include web hosting management**, and any additional work done outside of those specified in each package will be charged at our hourly rate of \$80 + HST.

WYRM

\$ 40 / MONTH

Basic Website Maintenance

Website Monitoring
CMS Core & Plugin Updates
Website Bugs & Fixes
Website Edits (1h per Year)
Monthly Support Time: 30min
5% Off Billable Services

WYVERN

\$ 115 / MONTH

Professional Maintenance

All Features of Wyrms Plan
Security & Site Monitoring
Website Speed + Optimization
Website Edits (3h per Year)
Monthly Support Time: 1h
10% Off Billable Services

DRAGON

\$ 190 / MONTH

Premium Maintenance

All Features of Wyvern Plan
Priority Support
SEO & Reputation Monitoring
Website Updates (1h/mo)
Monthly Support Time: 1.5h
15% Off Billable Services

If you are looking for combined website and hosting management plans, please view our full-service web hosting and website maintenance packages.

HATCHLING

\$ 35 / MONTH

Domain / Hosting Management

Liaise with Web Host Provider
Install SSL Certificates
General Email Management via Web Host Provider
Server Monitoring
Monthly Support Time: 30min

GET A CUSTOM PLAN

WE OFFER MONTHLY & ANNUAL PLANS

Basic to Complex Plans Available with These Features:

Troubleshooting, Assistance & Training
Core Updates
Content Updating
Social Media Management

Search Engine Optimization
Site Monitoring and Backup
E-Commerce Management
The Sky is the Limit!
(Let Us Know What You Need)

THE MORE FEATURES YOU WANT, THE MORE YOU SAVE!

All website hosting management and website maintenance packages are billed on an annual basis unless alternate arrangements are made between CryoDragon Inc. and The Client.

Our website support time includes the time spent on email and phone support. There is a limit to this per package. Website edits have limits as well, and can be rolled over to different months, as long as The Client are within their limits of allowed edits throughout the year. If there are additional services outside of the included services, The Client will receive friendly discounts on CryoDragon's hourly rate for all jobs related to their website (not new projects for new websites).



WEBSITE ADD-ONS: SEO, ONLINE MARKETING, ACCESSIBILITY, REPAIRS

We offer multiple types of services related to websites, from digital marketing to website accessibility. All of these services are charged at an hourly rate of \$80 + HST. Some services may require complex and thorough audits, which may incur additional costs.

ADD-ONS

\$ 80 / HOUR

Do you need something else in your website apart from the site itself or E-Commerce?

Memberships
Subscriptions
Custom Forms & Popups
Client Logins
Project Management
Pricing Tables
Donations
Time Tracking
Image Optimization
Google Analytics & Sitemaps
The Sky is the Limit!

SEO & SEM

\$ 80 / HOUR

Want to boost your search engine ranking? Let CryoDragon help with that

SEO Audit Required
(Cost Depends on Project Scope)
Audit Includes:
Review of Website Content
Review of SEO Rankings
Comprehensive SEO Report
Preliminary Edits
SEO Edits Include:
\$80/hour Services
Content Writing/Editing
Strategic Content Placement

*** Please note that SEO projects take time and results cannot be seen immediately ***

REPAIRS

\$ 80 / HOUR

Do you need your website fixed? Let our team take a look and see if we can help

Repair Audit Required
(Cost Depends on Type of Problem)
Audit Includes:
Review of Website Issues
Report of Issues
Suggestion of Edits
Repair Includes:
\$80/hour Services
Application of Fixes
Website Testing

*** Please note that we can't fix all problems, and we will let you know prior to proceeding with the repair project ***

ACCESSIBILITY

\$ 80 / HOUR

Are you a business or organization that needs to comply with WCAG 2.0 Level A, AA, or AAA Standards? Our team at CryoDragon can help, starting with a web accessibility audit and then a phased plan to implement the changes to your website to make it more accessible to the public

Accessibility Audit Required
(Cost Depends on Size of Website)

Audit Includes:
Review of Web Accessibility
Comprehensive Report
Suggestion of Phased Plan

Edits Include:
\$80/hour Services
Application of Edits
Accessibility Testing

Types of Edits:

Text Resizing
Colour Contrast
Readable Content Throughout
Consistent Navigation, Headings, and Labels
Captions for Audio
And More!



LOGO DESIGN & BRANDING

We have created multiple logo design packages that you can choose from. If you already have an idea and just need it drawn, we can provide graphic design services on an hourly basis. If you want us to design a logo from scratch, then we would recommend one of our flat rate packages

CLASSICAL

\$ 400

Simple logo with single design and layout

1 Initial Design
1h of Revisions
1 Final Layout

FABLED

\$ 800

Logo with more than one style and layout

2 Initial Designs
2h of Revisions for Chosen Designs
2 Final Layouts
(refers to different placements of logo elements, like text on bottom or text on right, etc.)

MYTHICAL

\$ 1,600

Premium logo with competitor analysis

Market Research
Competitor Analysis
3 Preliminary Sketches
3h of Revisions for Chosen Designs
Multiple Final Layouts

LEGENDARY

\$ 2,800

High-caliber, trademark-ready logo with branding

Market Research
Competitor Analysis
Capable of Complex Logos
3-5 Preliminary Sketches
5h of Revisions for Chosen Design
Unlimited Final Layouts
Includes Your Choice of 2 Custom Stationery Designs with Your New Logo:
Business Cards
Letterhead
Presentation Folder
Envelope
Email Signature

LOGO VECTORIZATION

\$ 80 / HOUR

Already have a sketch of your logo and just need it vectorized? CryoDragon can easily convert your hand-drawn or raster logo image to a finalized vector logo

DETAILS:

Save money if you already have a rough logo drawn! It takes time to design a logo from scratch, so this cuts down on our time and reduces the overall cost of the job.

Revisions will be charged at an hourly rate if further edits are required to the logo design provided to our team.

CAPABILITIES:

Market Research
Competitor Analysis
Convert Sketch to Vector
Convert to Trademark-Ready Logo Vector
Your Choice of Revisions at an hourly Rate
Multiple Final Layouts



CUSTOM GRAPHICS & ILLUSTRATIONS

There are several key differences between graphic design for the web and for printing applications, including the design approach, resolution and required colour space to be used. As a result, we have separated these two services to help you determine what style of graphic design is required for your project.

Here, you will find a list of services we provide for web and digital graphics. We use top-of-the-line graphic design software to create vector and raster images for all types of applications, from website to advertising assets.

BRANDING

\$ 80 / HOUR

Web Elements

Custom Backgrounds
Custom Icons
Product Logos & Designs
Templates
Reusable Elements / Designs
And More!

ADVERTISING

\$ 80 / HOUR

Online Marketing & Promotion

Static / Dynamic Display Ads
Pop-Up Ads on Sites
Online Banners
Call to Actions
Newsletter Designs
And More!

INFOGRAPHICS

\$ 80 / HOUR

Displaying Data & Information

Statistics
Timeline & Progress
Geographic
Comparison & Charts
Hierarchical
And More!

CUSTOM

\$ 80 / HOUR

The Sky is the Limit!

Vector Illustrations
Custom Logos
Online / Digital Assets
Presentations
* Please take a look at our print design capabilities to see additional graphic design services *

SCIENTIFIC ILLUSTRATIONS

\$ 80 / HOUR

Scientific Schematics to Represent Your Findings

CAPABILITIES:

Custom Scientific Schematics
Basic to Complex Drawings
Expertise in: Biology, Physics,
Chemistry, Math and Related Fields

USES:

Journal Publications
Theses & Dissertations
Presentations
And More!

**DISCOUNTS MAY BE OFFERED FOR THE FOLLOWING GROUPS:
STUDENTS, RESEARCHERS AND PI'S OF ACADEMIC INSTITUTIONS**



PRINT DESIGN & CORPORATE PRINT MATERIAL

To have a complete brand identity, your business may require business cards, letterheads, flyers, advertisements, and other types of promotional material. At CryoDragon, we are not only capable of helping you design the graphics for your print material, but we work with you to make sure that you are sticking to your branding guidelines.

Our print design services are based on an hourly rate of \$80 + HST. Please note that we only provide design services and not print production services.

CORPORATE BRANDING

\$ 80 / HOUR

Corporate Documentation

Business Card
Letterhead
Envelope
Signature
Forms
And More!

BROCHURES & FLYERS

\$ 80 / HOUR

To Attract More Clients

Brochures
Flyers
Presentation Folders
Cards
Direct Mailers
And More!

PUBLICATIONS & PRESENTATIONS

\$ 80 / HOUR

Present Corporate Data

Annual Report
Newsletter
Business Proposal
Book or Bound Material
PowerPoint Presentation
And More!

PROMOTIONAL MATERIAL

\$ 80 / HOUR

Apparel, Stationery, Etc.

Corporate Apparel Examples:
T-Shirts
Teamwear
Caps
Jackets

Stationery Examples:
Journals
Padfolios
Pens
And Many More!

BANNERS & DISPLAYS

\$ 80 / HOUR

Trade Shows, Signage, Etc.

Trade Show Booths
Outdoor Displays
Signage
Banner Stands
Window Graphics
Car Decals
More!

PACKAGING & PRODUCTS

\$ 80 / HOUR

New or Updated Product?

Market Research
Competitor Analysis
Product Logos
Product Labels
Packaging Designs
Stickers
And More!



DIGITAL MEDIA: PHOTOGRAPHY, VIDEOGRAPHY AND MEDIA EDITING

Your corporate image is crucial when it comes to your brand. In order to satisfy a growing demand, we also offer commercial photography and videography services to a broad spectrum of clients throughout Waterloo Region and Southwestern Ontario.

We offer our photography and videography services on-site, and our professional team can help take photos and videos for various commercial uses including, but not limited to: architectural, corporate, portrait, food, product, industrial, and advertising.

All of our media are taken with professional-grade equipment that is fully digital and capable of the highest resolutions (4K or Full HD). This allows us to use our expertise in digital manipulation and media production to give our clients a final product they are proud to present.

We charge an hourly rate of \$120 + HST for photographing and recording services, and an hourly rate of \$80 + HST for editing and production services. A minimum of 1h of editing is required for each photography and videography service.

PHOTOGRAPHY

\$ 120 / HOUR

Do you need professional photos taken of your team members, location or products?

**Nikon
FX-Format
Digital SLR**

On-Site Only

1 Hour Minimum

Unlimited RAW Shots

**Additional Fees:
Travel & Setup
Media Editing**

VIDEOGRAPHY

\$ 120 / HOUR

Interested in a testimonial, recording, quick commercial, or interactive presentations? We can help!

**Sony
4K Expert
Video Camera**

On-Site Only

1 Hour Minimum

Unlimited RAW Takes & Shots

**Additional Fees:
Travel & Setup
Media Editing**

MEDIA EDITING

\$ 80 / HOUR

We are highly skilled in digital manipulation, allowing us to edit new or existing photos and videos

**Professional
Adobe Creative Suite**

**Photo Editing:
Image Processing
Background Removal
Colour Enhancement
Slideshow Creation
And More!**

**Video Editing:
Sound Editing
Quality Enhancement
Video Trimming
Background Removal
Screen Capture
And More!**

**Image Conversion
to Desired Format
(JPG, TIFF, PNG, etc.)**

Each photography and videography project must include media editing as part of the package as our team needs to spend time processing the raw takes or shots and convert them into a viewable final product for our clients.

Travel and setup fees are charged as necessary. If the location is farther away, the travel fees will increase accordingly. Travel exceeding 30 minutes of driving (in total) will require extra charges, unless otherwise specified or agreed upon.