

**Mequoda Group, LLC**  
**Professional Services & Rates**  
**Effective 2/2/2007**

<b>Mequoda Seminars &amp; Workshops with Don Nicholas</b>	<b>Base Program Fee</b>
Internet Strategy for Publishers - 6 hour seminar & workshop	\$ 7,200
Internet Marketing for Publishers - 6 hour seminar & workshop	\$ 7,200
Website Design for Publishers - 6 hour seminar & workshop	\$ 7,200
Creating Landing Pages That Sell - 6 hours seminar & workshop	\$ 7,200

<b>Personal Coaching with Don Nicholas</b>	<b>Monthly Retainer</b>
Basic: 32 hours per year including 2 on site meeting days	\$ 1,200
Standard: 64 hours per year including 4 on site meeting days	\$ 2,400
Gold: 96 hours per year including 6 on site meeting days	\$ 3,600
Platinum: 188 hours per year including 12 on site meeting days	\$ 7,200
Diamond: 376 hours per year including 24 on site meeting days	\$ 14,400

<b>Consulting, Keynoting, Teaching &amp; Speaking Services with Don Nicholas</b>	<b>Per Engagement</b>
Up to 3 hours by phone	\$ 3,600
Up to 6 hours by phone	\$ 5,400
Up to 6 hours in person	\$ 7,200

<b>Internet Marketing System Architecture &amp; Design Services</b>	<b>Base Project Fee</b>
Mequoda Internet Hub & Email Newsletter with up to 5 topics	\$ 45,000
Mequoda Subscription Marketing Website with archive or index	\$ 25,000
Mequoda Product Marketing Website	\$ 15,000
Mequoda Membership Website with up to 5 topics	\$ 45,000
Mequoda Retail Catalog Website with up to 25 products in 5 categories	\$ 45,000
Mequoda Marketplace Website with up to 3 products	\$ 35,000
Rapid Conversion Landing Page & Ecommerce Order Flow	\$ 10,000
Sales Letter Landing Page & Ecommerce Order Flow	\$ 15,000
Up Sell Landing Page & Ecommerce Order Flow	\$ 15,000

<b>Internet Marketing System SEO Copywriting Services</b>	<b>Base Project Fee</b>
SEO'd Website & Email Newsletter Tip up to 500 words	\$ 500
SEO'd Product or Service Description up to 500 words	\$ 500
SEO'd Sales Letter Landing Page & Sales Letter Email up to 3500 words	\$ 7,500

<b>Audience Research &amp; Testing</b>	<b>Base Project Fee</b>
Email Newsletter or Membership Website User Satisfaction Study	\$ 18,000
Special-Interest Audience Market Study	\$ 18,000
Website Usability Lab Testing with up to 12 labs	\$ 27,000
Website Usability Expert Review (1500 word report plus 2 hour phone Q&A)	\$ 8,500

<b>Mequoda Books &amp; Reports</b>	<b>Product Price</b>
Internet Strategy for Publishers & Authors - 266 pages, spiral bound	\$ 197
Annual Mequoda Library Membership - 24/7 Access to 450 Books & Reports	\$ 297
Additional memberships per company	\$ 100
Unlimited Annual Mequoda Library Site License-24/7 Access to 450 Books & Reports	
First Domain	\$ 4,700
Additional Domains	\$ 940

<b>Mequoda Audio &amp; Video Seminars</b>	<b>Product Price</b>
Internet Strategy for Publishers & Authors Video Seminar on 8 DVDs	\$ 697
Internet Strategy for Publishers & Authors Audio Seminar on 6 CDs	\$ 497

For more information, contact our Consulting Services Manager, Julie Ottomano @ 508-435-1005