**2023 Premium Feature Packages**

**Procedures & Expectations**

**GOAL:** Streamline the sale and pricing to add premium features to Basic ESP Website template (https://go.asicentral.com/espwebsites). Fill the void for members who only want a handful of   
features but not a complete Custom Website.

**SOLUTION:** Offer members various package add-ons to a Basic Website template which they can   
select according to their budget and customize with the options that are most important to them.

**= = = = = = = = = = = = = = = = =**

**Fulfillment Process:**

*-10-15 business day turnaround from when Creative Labs receives all assets.*

*-All changes will be made to live websites; no mockups will be provided.*

*-All billing handled by Sales Admin after completion.*

1. Sales enters Personify code and Order Details with Package selection and Feature requests.

2. Personify report sent daily to Creative Labs Coordination (cc: Rick A).

3. Coordination reaches out to member via email or call, if needed, to gather details and assets.

*10-15 business day turnaround begins when all assets are received.*

5. Coordination assigns to Design to fulfill request.

6. Design assigns back to Coordination on completion.

7. Coordination sends live letter to member (cc: Sales Rep and [distributorsales-admin@asicentral.com](mailto:distributorsales-admin@asicentral.com)).

8. Sales Admin releases billing to client.

**Personify Product Code:**

CREATIVE\_SERVICES

**Rate Codes:**

Premiumfeaturepackage\_A

Premiumfeaturepackage\_B

Premiumfeaturepackage\_C

Premiumfeaturepackage\_D

**= = = = = = = = = = = = = = = = =**

**Available Packages:**

**Package A: $199**Includes 2 premium features added to a Basic Website template (see list below).

**Package B: $399**

Includes 4 premium features added to a Basic Website template (see list below).

**Package C: $599**   
Includes 6 premium features added to a Basic Website template (see list below).

**Package D: $799**   
Includes 8 premium features added to a Basic Website template (see list below).

**Premium Feature Add-ons:**

1. **Sticky Navigation\*** – When the top portion of your website with logo and menu remains at the top of the page as you scroll down on the website.  
   \*Template dependent
2. **Mega Menu** – A more extensive menu containing columns and images rather than traditional dropdown list of items. Create up to 24 links using keyword searches.  
   Specs: member provided links or ASI will choose.
3. **Rotating Banners** – A slideshow of 3 banners at the top of your website displaying multiple images in one space. Provided by member or the ASI Creative Labs team.  
   Specs: hi-res JPG or PNG file; no smaller than 1500 pixels wide and all the same height.
4. **Product Array Banner** – 1 custom banner of promotional products created by the ASI Creative Labs team.  
   Specs: member can select categories or ASI will choose.
5. **4 Category Tiles** – 4 photographic tiles showcasing your choice of categories linked to keyword search or any other location on the website.  
   Specs: hi-res JPG or PNG file; no smaller than 500 pixels wide and all the same height.
6. **8 Category Icons** – Up to 8 graphic icons showcasing your choice of categories linked to keyword search or any other location on the website.  
   Specs: vector-based EPS or PNG file.
7. **Logo Carousel** – A slideshow of up to 20 (non-linked) logo brands you use or companies who conduct work with you.  
   Specs: JPG, PNG or PDF file.
8. **Testimonial Slider** – Animated carousel on your home page showcasing up to 10 client testimonials provided by member.  
   Specs: Word document for copy.
9. **General Information Page** – Copy and images provided by member. (Additional charge if member requires copywriting services.)  
   Specs: Word document for copy. Hi-res JPG or PNG file for images; no smaller than 500 pixels wide.
10. **Photo Gallery Page** – Also referred to as a ‘portfolio’. It’s the place to showcase – and show potential clients – projects and work you’ve completed. Up to 20 images provided and cropped by member, of past work.  
    Specs: hi-res JPG or PNG file; no smaller than 500 pixels wide. Heights can vary.
11. **Meet the Team Page** – Headshots, short biographies and contact information for up to 10 staff members. Images and text provided by member.  
    Specs: Word document for copy. Hi-res JPG or PNG file for images; no smaller than 500 pixels wide.
12. **Testimonial Page** – Custom page showcasing up to 15 client testimonials provided by member.  
    Word document for copy.
13. **Social Media Feed\*** – Pulls content directly from your social media accounts onto your website.  
    \*3rd party application required. Code to be provided by member. May include fees.