

The Color Purple Gallery Website Budget

One Time Project Implementation Costs			
Project Team			
Resource	Hourly Rate	Total Hours	Project Cost
Project Manager	100	30	\$3,000.00
Requirements Engineer	75	20	\$1,500.00
Graphics Designer	50	30	\$1,500.00
Web Developer	75	40	\$3,000.00
Content Loader	25	25	\$625.00
Tester	25	20	\$500.00
			\$10,125.00

Technology		
Item Description	Rate	Cost
Domain Registration	\$10 /yr	\$10
SSL Certificate	\$100 /yr	\$100
Web Hosting	\$20 /mo	\$60
		\$170

TOTAL PROJECT COST \$10,295.00

Ongoing Costs		
Operational Costs		
Item Description	Rate	Annual Cost
Domain Registration	\$10 /yr	\$10
SSL Certificate	\$100 /yr	\$100
Web Hosting	\$20 /mo	\$240
Site Maintenance	\$75 /hr	\$750
		\$1,100

Promotional Costs		
Item Description	Rate	Annual Cost
Keyword Purchasing	\$500 /yr	\$500
Print Advertising	\$200 /yr	\$200
Banner Ads	\$300 /yr	\$300
		\$1,000

TOTAL ONGOING COST (ANNUALLY) \$2,100

Projected Benefits	
Description	Annual Benefit
Increased Sales	\$5,000
	\$5,000

TOTAL ANNUAL BENEFITS \$5,000