



Thank you for your interest in the Piper Mountain Public Library Website Solution.

If you have any questions after reviewing the enclosed pricing and feature information, call us toll-free at 866-753-6467.

You may also visit our website at www.librarywebsites.com for detailed information, to view online demonstrations, review working website, TeenPak and KidPak samples, and to register for our regularly-scheduled online instructor-led demonstrations.



We also welcome you to contact the directors of any of our public library customers to learn first-hand of their experiences with our website products and our support and service staff.

In a customer survey completed in late 2009, 100% of responding customers said that they would recommend our service to other librarians. We are **VERY** proud of that number!



The Piper Mountain Promise:

We will provide your library with an outstanding website, an easy-to-use content management system, and superior customer service...and do it all at an affordable price.

Key Features:

- Ongoing partnership. We are continually working with all of our customers to add new features and improve the online services that you provide to your patrons.
- Websites and content management systems designed specifically for public libraries
- A comprehensive package that includes site hosting, domain names, email accounts and site usage statistics. You always have only one call to make for answers to any of your website questions.
- Our standard templates are customized with your choice of colors, logos, pictures of the library and more – we'll make sure that the end result is uniquely yours.
- Professional, friendly and responsive support staff ready to answer any question, at any time.
- A powerful content management system that is simple, straightforward, and user-friendly. Your staff can easily add, update, or remove content on the site as often as desired.
- No technical knowledge required! We don't assume that you know (or want to know) the details of web design and coding.
- Online, instructor-led training – everything you'll need to become comfortable with managing your website content.
- Each website can include standard and optional features that actually provide website content FOR you. This means that, if desired, some of your pages will be updated on a regular basis without your having to lift a finger. Examples include our weekly display of New York Times bestsellers, a "This Week in History" page, and our optional TeenPak and KidPak bookshelf pages.
- We truly understand public libraries. Piper Mountain Webs now serves over 100 libraries in the U.S. and the Virgin Islands....and counting.



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Features and Pricing

General Features	
Your choice of designs	included
Custom site design Work	Up to 8 hours (more than enough to handle customizing your new site)
Your choice of pages (see 'Pages and Options')	included
E-mail accounts	Up to 25 accounts
Integrated Google Analytics	included

Ongoing Annual Services	
User-friendly content management system	included
Annual web server and database server hosting	included
Domain Name Registration or Renewal	1 renewal per year included
User training as required throughout the year	included
All technical support required throughout the year	included
Updates and options as they become available	included

Pages and Options	
Home page	included
Calendar of events (list and calendar views)	included
Additional Pages, such as Library Services, Children, Friends of the Library, Library Services, Library Policies, Museum Pass pages, New Materials Lists, Library Databases, Young Adults / Teens pages, 'Contact Us', and more...	Up to 60 additional pages
NYT Bestseller List Page	included
"This Week in History" Page (includes references to related books)	included
RSS Feeds of Event Calendar	included

OUR PACKAGES AND PRICES HAVE CHANGED – SEE NEXT PAGE

Costs	Option 1 Standard Website	Option Two Standard site plus your choice of EITHER TeenPak ¹ OR KidPak ¹	Option Three Standard site plus BOTH TeenPak ¹ AND KidPak ¹
One-Time Setup Fee	\$600	\$750	\$800
Annual Hosting and Service Fee – includes web server and web database hosting services, email hosting, annual renewal of a domain name, all required service, support and training, regular updates and upgrades, and more. See next page for additional details.	\$550	\$600	\$650
Total First-Year Cost	\$1,150	\$1,350	\$1,450
Subsequent Annual Renewals	\$550	\$600	\$650



NEW PRICING STRUCTURE EFFECTIVE OCTOBER 1, 2011

Anyone with any connection to public libraries knows that the recession of the past two years has seriously impacted library budgets. At the same time, library services are needed more than ever before.

Amazon.com recently said this: "There are two types of companies: those that work hard to charge customers more, and those that work hard to charge customers less. We are firmly in the second camp". We join Amazon in this second camp, and especially during these difficult budget years, want to do all we possibly can do to lower the costs of online services.

To that end, we have combined all of our services into one package, containing all that we have to offer – the Standard Website, the TeenPak, and the KidPak, along with new social media services (see following pages) – and we have lowered the setup costs by 50%. This brings your total first-year cost below \$1,000, and your costs for year two and beyond to just over \$50 per month.

This is more than our business, it's our mission.

New Pricing – Effective October 1, 2011 through December 31, 2011

Complete package includes custom design, hosting, email, teenpak and kidpak modules, and social media services.	
One-Time Setup Fee (year one only)	\$390
Annual Hosting and Service Fee – includes web server and web database hosting services, email hosting, annual renewal of a domain name, all required service, support and training, regular updates and upgrades, and more. See next page for additional details.	\$600
Total First-Year Cost	\$990
Subsequent Annual Renewals	\$600



Features and Pricing (continued)

What is included in the One-Time Setup Fee?

The one-time setup fee covers the cost of customizing our standard template to meet your needs, setting up all desired pages, and preparing your site for presentation on the web. Also included is the purchase of a domain name (if you don't already have one), setup of e-mail accounts, and all necessary training to familiarize you and your staff with use of the content management system.

Can we add pages that are not shown on the Feature and Price Comparison page?

Absolutely! We will make every effort to accommodate any requests for additional pages or features that are not outlined above.

What is included in the Recurring Hosting and Annual Service Fee?

- Ongoing access to the user-friendly content management system that allows you to easily update and manage all of your own content.
- Annual domain name registration and / or renewal of a single domain name, if required
- Annual web server and database server hosting (Note: The library website templates utilize BOTH a standard web server and a Microsoft SQL database server)
- User training as required throughout the year
- Any and all technical support required throughout the year
- E-mail account setup and ongoing maintenance
- Selected updates and options as they become available
- Telephone support and advice whenever you need it, to discuss your website, ask about new options or technologies, and more.
- If you need additional pages or updates to your site throughout the year, we will make every effort to accommodate your requests at no additional cost beyond your annual fee.
- If you have selected the TeenPak and / or KidPak, your annual service fee also includes our content service – pages that are updated regularly by our staff.

In short, the annual hosting fee covers not only all of the technical aspects of maintaining your site, but it also gives you access to our team of library website experts, and helps guarantee that your site will always remain current with technologies that can benefit you and your patrons.

For more information, including online demos and complete working samples of our websites and the TeenPak and KidPak modules, visit www.librarywebsites.com.



KidPak and TeenPak

Piper Mountain has released two new services for public libraries: the KidPak and TeenPak.



These new modules take our website templates to the next level, providing you with ready-made pages designed specifically for young adult and child audiences.



Shared Content

One of the great things about the KidPak and TeenPak is that you don't have to worry about keeping all of the content up-to-date. On many of pages, the content is provided automatically by our professional staff. Our content is reviewed, written and/or approved by librarians, schoolteachers, and in some cases, teenagers themselves.

You Still Have Control

Though content for some of the TeenPak and KidPak pages is provided by our professional staff, other pages can be easily accessed by your staff through the same user-friendly content management system as the rest of your website. You and your staff may add, edit or delete content on these pages as often as desired.

Interactive Flash Components

Children and teens are more advanced than ever when it comes to the web and website services. To be noticed, your site must be interesting, interactive, and visually compelling. Our flash-based components, like the interactive bookshelf and the media wall, definitely achieve this goal. Plus, the TeenPak allows teenagers to participate by submitting comments – a feature they have come to expect.

Online Community

All TeenPak and KidPak libraries are part of an online forum for sharing ideas about teen programs, TeenPak content ideas, and more.

Affordable

We work with public libraries exclusively, and are very aware of budget constraints. The TeenPak and KidPak packages are very affordable.

Outstanding Customer Service

Your TeenPak and KidPak packages are backed by the same friendly and responsive customer service team as our full website packages. This means that you can count on us to be here anytime, ready to answer your questions, discuss your needs, or provide additional training.

For more information, including online demos and complete working samples of our websites and the TeenPak and KidPak modules, visit www.librarywebsites.com.



Social Media Services

Beginning in late 2011, we will include social media services in our library website solution. These services will include training modules for Facebook, Twitter, WordPress (blog) and YouTube, along with content suggestions to help you keep your social media profiles active, and the opportunity to have PiperWebs assist with regular updates to your Facebook and Twitter accounts.

All customers will also receive a copy of our upcoming publication entitled “A Practical Approach to Social Media for Small and Mid-Sized Public Libraries”. This publication is due out in November, 2011.

More information coming soon!



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