



Simple. Economical. Effective.

**Thank you for your interest in our web development services. KTC Media Group is the preferred website development company for HealthNews.org.**

### **Plan The Work. Work The Plan.**

Our website development program is designed to simplify the website development process for the client, and deliver a custom-looking website for a great price. We take a step-by-step approach to developing your website that takes care of the details before we write a single string of code. We collect all the data and assets we need from you ahead of time using easy-to-follow guides that we supply. This allows you greater control of your site's appearance and functionality, and enables us to execute development quickly.

Our program allows you to choose from three levels of development to suit your company's requirements, and choose layout, color palettes and photography to deliver a professional look that meets your expectations. A website specifications form allows you to choose your areas of expertise and how they will be displayed on your website to ensure that your information is displayed properly and accurately.

Please take a moment to review the following pages for detailed information on how we will build your website!



## Step 1: Select Your Website Development Level

**Our program starts with you selecting the level of website development that best suits your needs. The following pages outline what is included with each level of development.**

**Here's what you get at each level:**

|                                                                     | <b>LEVEL 1</b> | <b>LEVEL 2</b> | <b>LEVEL 3</b> |
|---------------------------------------------------------------------|----------------|----------------|----------------|
| Number of Pages included (up to)                                    | 10             | 20             | 30             |
| 12 defined color palettes (or your own)                             | ✓              | ✓              | ✓              |
| Your website becomes part of the HealthNews.org Network (Optional)  | ✓              | ✓              | ✓              |
| Contact Form: online form delivered to your e-mail, avoiding spam.  | ✓              | ✓              | ✓              |
| Appointment/Consultation Form: request for consultation             |                |                | ✓              |
| Med. Procedure Content Library: Content catered to your profession. | ✓              | ✓              | ✓              |
| Stock Photography library (your own images welcome)                 | ✓              | ✓              | ✓              |
| Flash/AJAX Animation on homepage                                    |                | ✓              | ✓              |
| Before & After Photo Gallery                                        |                | HTML*          | FLASH/AJAX*    |
| Downloadable Documents page: Number of Documents (inc. in price)    | 1              | 5              | 10             |

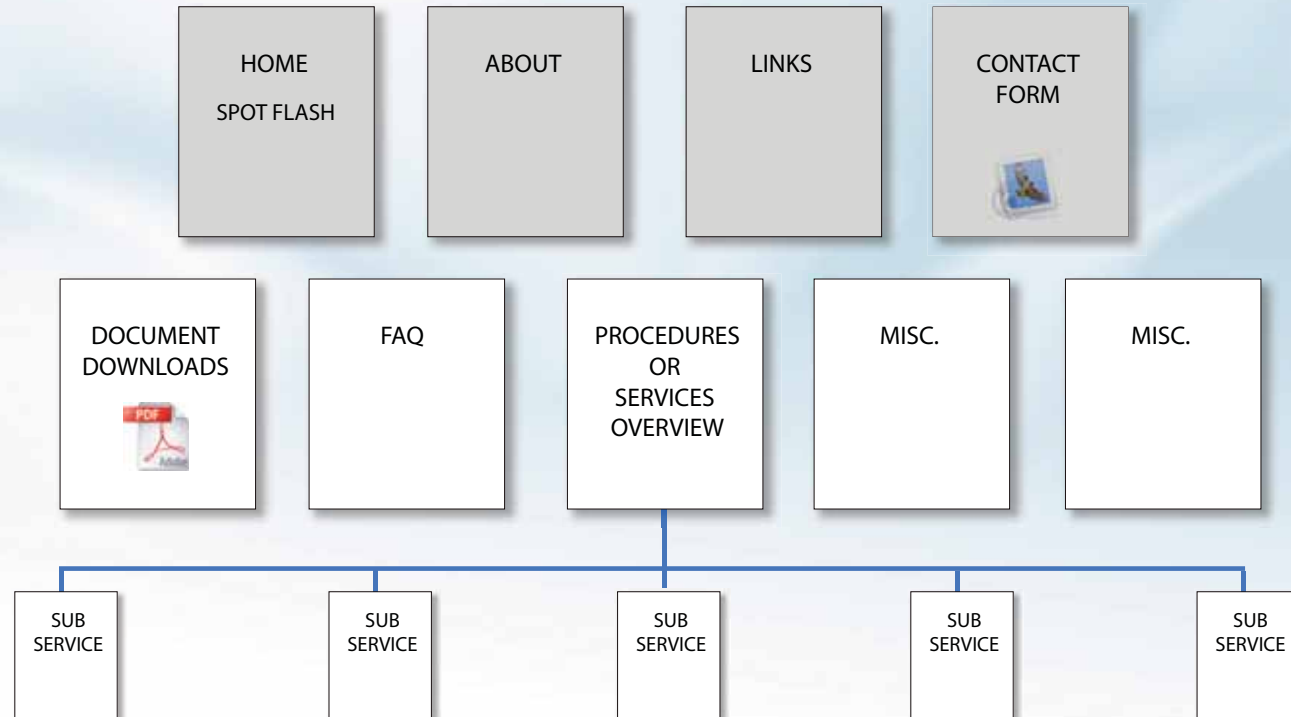
\* Photo galleries are limited to 5 image sets; 10 total images. More images can be added for a nominal fee.



# Step 1: Select Your Website Development Level

Organized.

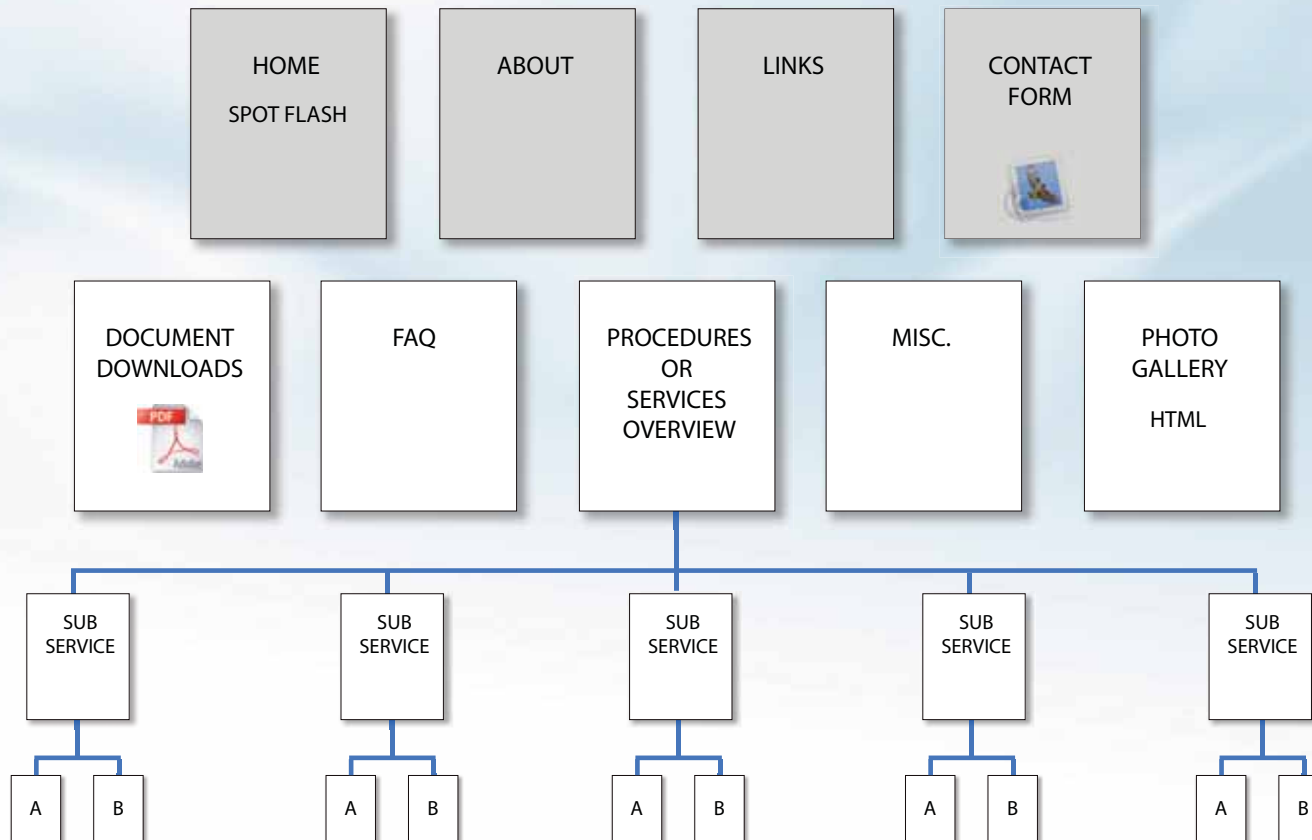
## LEVEL 1



# Step 1: Select Your Website Development Level

Organized.

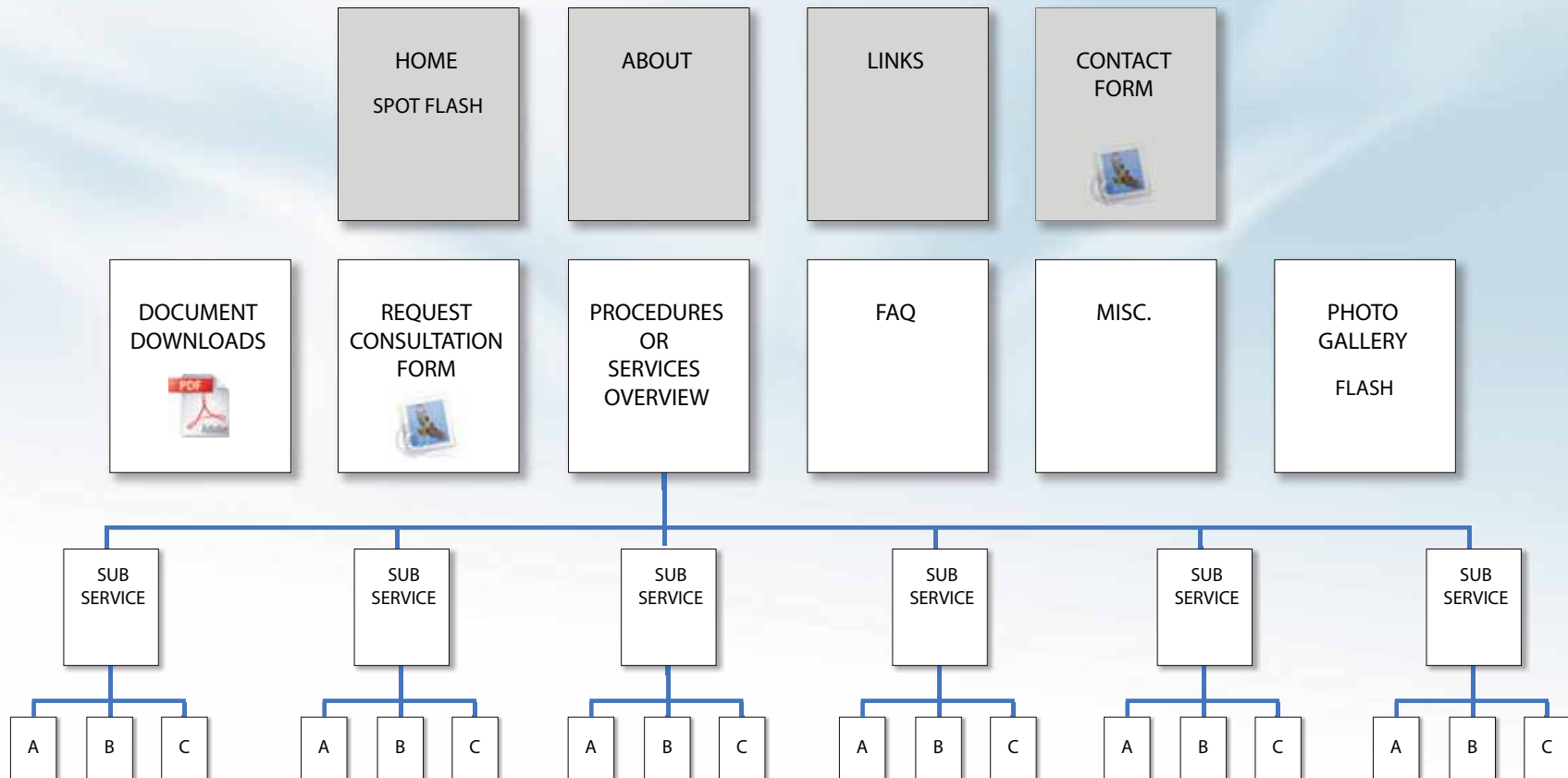
## LEVEL 2



# Step 1: Select Your Website Development Level

Organized.

## LEVEL 3





Once you have determined which level of development best suits your needs, select your website design layout from the samples provided.

## LEVEL 1



## LEVELS 2 & 3



You can also view our templates online at <http://www.ktcwebdev.com/outlines.pdf>

## How flexible are the layouts?

Along with each design layout are design outlines. The boxes in the outlines on the following pages define how the site can be organized. If you like a design but want to display information differently, these outlines enable you to select where you want your information displayed on your website.

You can view our template design outlines at <http://www.ktcwebdev.com/outlines.pdf>

## Step 2: Select Your Website Design Layout

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Customize.

## Level 1 Example

**Company Logo Here** **Alpha Surgery** **HEADER** **CALL TODAY! Call to action (800) 555-5555**

**HOME OUR PRACTICE MEET THE DOCTORS RESOURCES FAQ'S CONTACT US** **MAIN NAVIGATION**

**BACKGROUND GRAPHIC**

**CONTENT AREA**

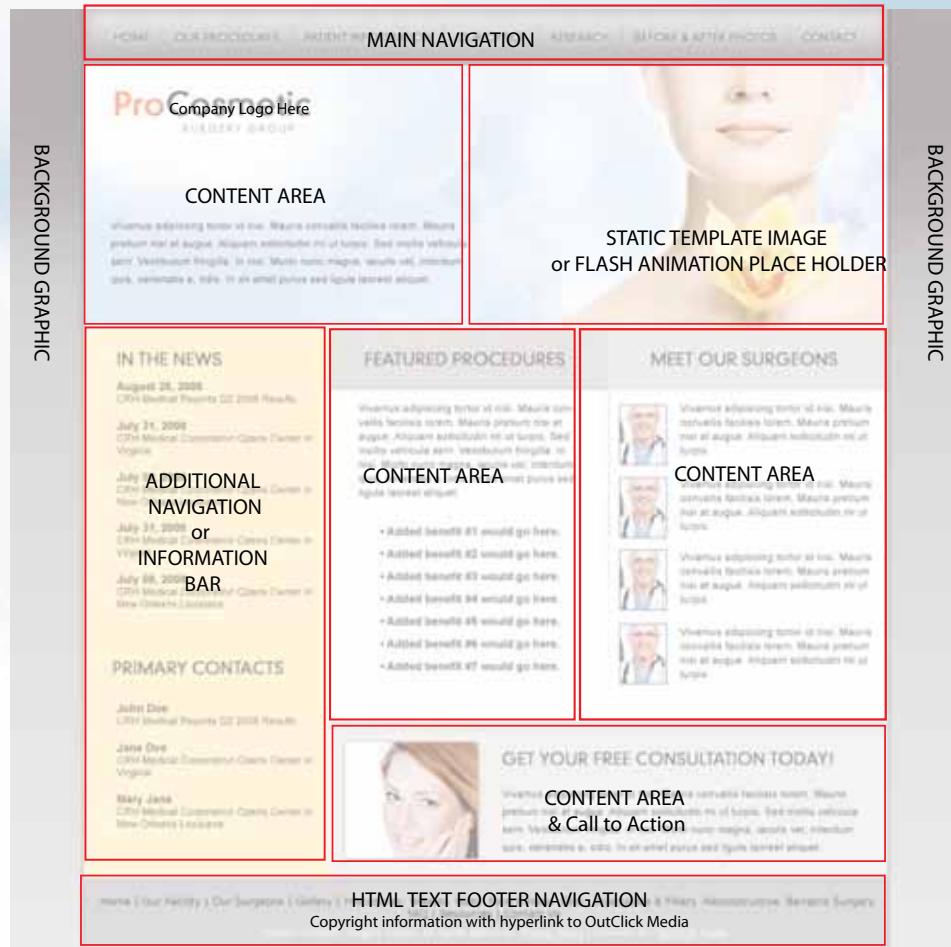
**TEMPLATE PHOTO**

**BACKGROUND GRAPHIC**

**HTML TEXT FOOTER NAVIGATION**

Home | Our Practice | Meet the Doctors | Resources | FAQ's | Contact Us  
©2008 Alpha Surgery. All rights reserved. | [Click Media](#)

## Level 2/3 Example



Once you have chosen your site level and design layout, you can select a color palette that will serve as the primary color elements of your website. We provide multiple color palettes for you to choose from to achieve a custom look.

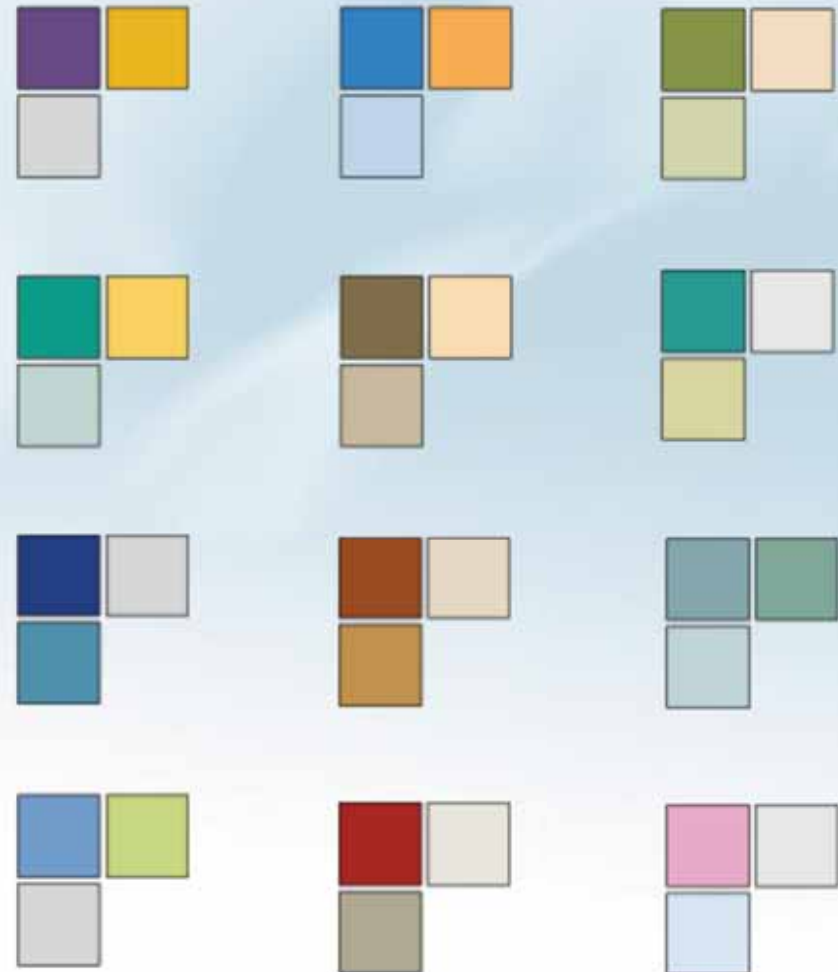
View our color palette options online at <http://www.ktcwebdev.com/swatches.pdf>

### Custom Color Palettes

Do you have a logo and existing color palette? We can use your existing logo design and colors as the foundation for your site's appearance. All we need is your business card and logo file in .eps Vector format.

If you have color preferences that are not in our color palette options, give us a call and tell us what colors you would like. We will develop a custom color palette just for you!

Customize.

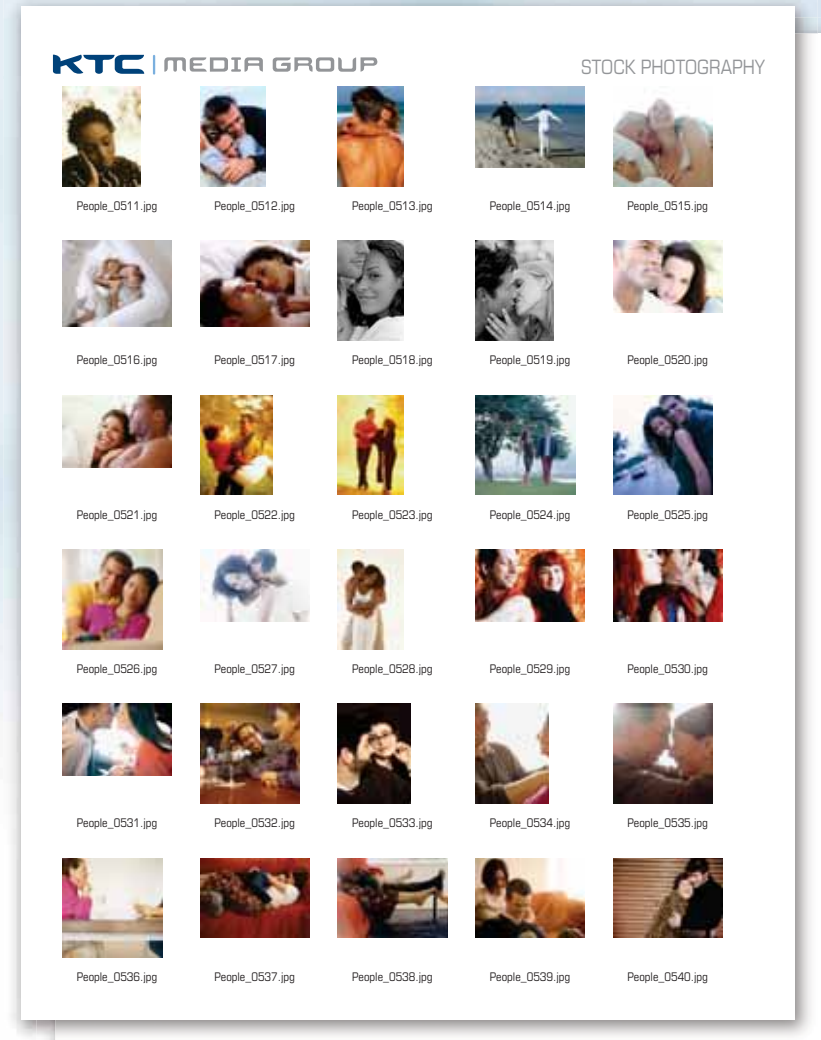


## Step 4: Select Your Stock Photography Images

A picture is worth a thousand words, which is why we provide you with image contact sheets that allow you to select images that will enhance the messages you want to deliver.

### Supplied Images

We encourage you to send additional images from your collection for us to include on your website, and will require you to submit photography for certain elements included in the websites. Please refer to the Website Specifications Form (explained on the following page) for image specifications requirements and to associate your images with their respective sections on your website.



## Step 5: Complete the Website Specifications Form

Organized.

Completing the Website Specifications Form is a critical step in your website's development strategy. This form tells us what level and template you have chosen and includes a checklist of deliverable items we need to build your site, a checklist of procedure categories and procedures including how they will be displayed, a checklist of stock images, color palette selection section, website and domain name acquisition services and additional features that you can add to your website (explained on the next page).

**KTC | MEDIA GROUP**

CONTENT CHECKLIST:  
**DERMATOLOGY, COSMETIC/PLASTIC SURGERY**

Please choose your specialties/procedures and how they will be displayed. There are two methods on how your information will be displayed. Brief overview will be displayed in a small paragraph of text and remain only on that specific main page. If you need to elaborate on a specific specialty/procedure, check the option for dedicated page(s). Please keep in mind that the quality of pages you select will be limited by the level of website you choose.  
 Level 1 - 10 pgs • Level 2 - 20 pgs • Level 3 - 30 pgs

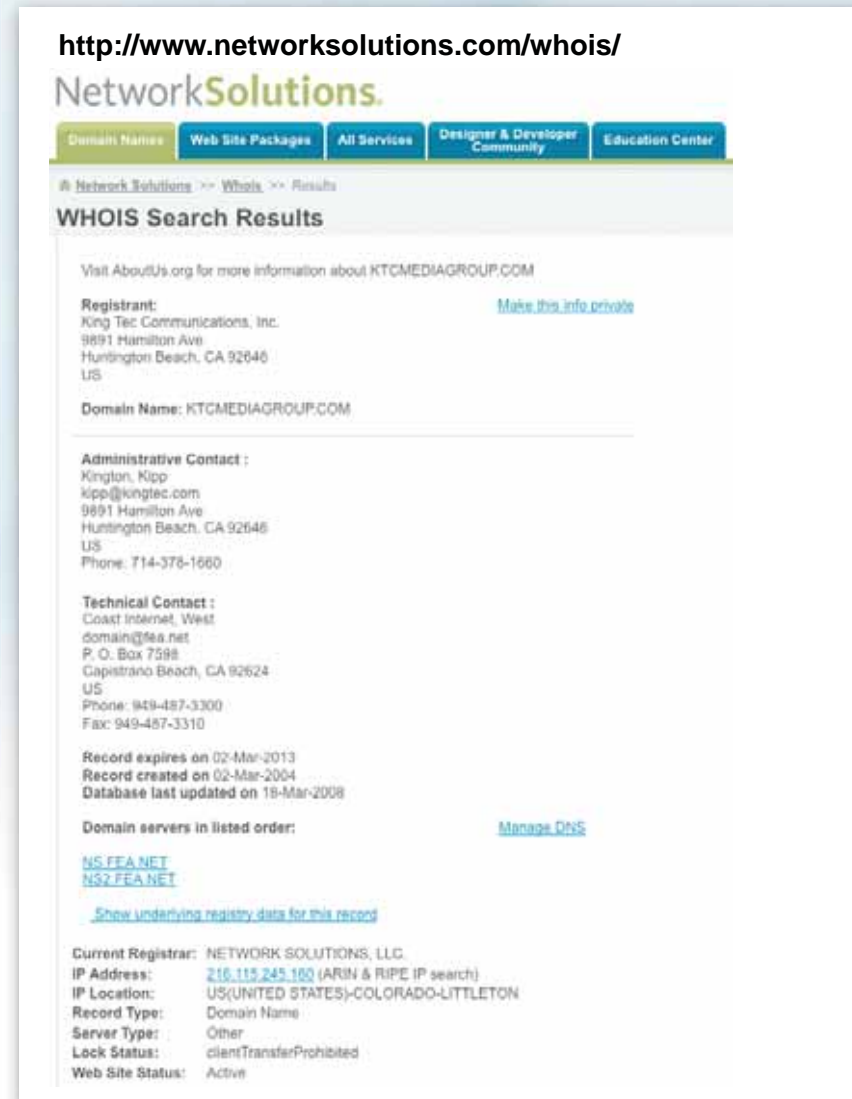
| <input type="checkbox"/> SKIN CONDITIONS                                                                                             | <input type="checkbox"/> BODY CONTOURING (DERM)                                                                                      | <input type="checkbox"/> REJUVENATION                                                                                                    |
|--------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Fine Lines & Wrinkles<br><input type="checkbox"/> Brief Overview <input type="checkbox"/> Dedicated Page(s) | <input type="checkbox"/> Smart Lipo<br><input type="checkbox"/> Brief Overview <input type="checkbox"/> Dedicated Page(s)            | <input type="checkbox"/> Microdermabrasion<br><input type="checkbox"/> Brief Overview <input type="checkbox"/> Dedicated Page(s)         |
| <input type="checkbox"/> Laser Treatments<br><input type="checkbox"/> Brief Overview <input type="checkbox"/> Dedicated Page(s)      | <input type="checkbox"/> Cool Lipo<br><input type="checkbox"/> Brief Overview <input type="checkbox"/> Dedicated Page(s)             | <input type="checkbox"/> Chemical Peels<br><input type="checkbox"/> Brief Overview <input type="checkbox"/> Dedicated Page(s)            |
| <input type="checkbox"/> Lip Augmentation<br><input type="checkbox"/> Brief Overview <input type="checkbox"/> Dedicated Page(s)      | <input type="checkbox"/> LipoDissolve<br><input type="checkbox"/> Brief Overview <input type="checkbox"/> Dedicated Page(s)          | <input type="checkbox"/> Blue Peel<br><input type="checkbox"/> Brief Overview <input type="checkbox"/> Dedicated Page(s)                 |
| <input type="checkbox"/> Sunless Tanning<br><input type="checkbox"/> Brief Overview <input type="checkbox"/> Dedicated Page(s)       | <input type="checkbox"/> LipoDissolve Ultra<br><input type="checkbox"/> Brief Overview <input type="checkbox"/> Dedicated Page(s)    | <input type="checkbox"/> Vitalize Peel<br><input type="checkbox"/> Brief Overview <input type="checkbox"/> Dedicated Page(s)             |
| <input type="checkbox"/> Varicose Veins<br><input type="checkbox"/> Brief Overview <input type="checkbox"/> Dedicated Page(s)        | <input type="checkbox"/> Vaser Liposelection<br><input type="checkbox"/> Brief Overview <input type="checkbox"/> Dedicated Page(s)   | <input type="checkbox"/> Epidermal Leveling<br><input type="checkbox"/> Brief Overview <input type="checkbox"/> Dedicated Page(s)        |
| <input type="checkbox"/> Facial Veins<br><input type="checkbox"/> Brief Overview <input type="checkbox"/> Dedicated Page(s)          | <input type="checkbox"/> LipoThermage<br><input type="checkbox"/> Brief Overview <input type="checkbox"/> Dedicated Page(s)          | <input type="checkbox"/> ActiveFX<br><input type="checkbox"/> Brief Overview <input type="checkbox"/> Dedicated Page(s)                  |
| <input type="checkbox"/> Acne Scars<br><input type="checkbox"/> Brief Overview <input type="checkbox"/> Dedicated Page(s)            | <input type="checkbox"/> Thermage<br><input type="checkbox"/> Brief Overview <input type="checkbox"/> Dedicated Page(s)              | <input type="checkbox"/> Facial Rejuvenation<br><input type="checkbox"/> Brief Overview <input type="checkbox"/> Dedicated Page(s)       |
| <input type="checkbox"/> Melasma<br><input type="checkbox"/> Brief Overview <input type="checkbox"/> Dedicated Page(s)               | <input type="checkbox"/> VelaSmooth<br><input type="checkbox"/> Brief Overview <input type="checkbox"/> Dedicated Page(s)            | <input type="checkbox"/> FotoFacial / IPL<br><input type="checkbox"/> Brief Overview <input type="checkbox"/> Dedicated Page(s)          |
| <input type="checkbox"/> Rosacea<br><input type="checkbox"/> Brief Overview <input type="checkbox"/> Dedicated Page(s)               | <input type="checkbox"/> Velashape<br><input type="checkbox"/> Brief Overview <input type="checkbox"/> Dedicated Page(s)             | <input type="checkbox"/> Genesis Skin Rejuvenation<br><input type="checkbox"/> Brief Overview <input type="checkbox"/> Dedicated Page(s) |
| <input type="checkbox"/> Cellulite<br><input type="checkbox"/> Brief Overview <input type="checkbox"/> Dedicated Page(s)             | <input type="checkbox"/> Mesotherapy<br><input type="checkbox"/> Brief Overview <input type="checkbox"/> Dedicated Page(s)           | <input type="checkbox"/> Thermacool<br><input type="checkbox"/> Brief Overview <input type="checkbox"/> Dedicated Page(s)                |
| <input type="checkbox"/> Acne<br><input type="checkbox"/> Brief Overview <input type="checkbox"/> Dedicated Page(s)                  | <input type="checkbox"/> Acoustic Wave Therapy<br><input type="checkbox"/> Brief Overview <input type="checkbox"/> Dedicated Page(s) | <input type="checkbox"/> Photodynamic Therapy<br><input type="checkbox"/> Brief Overview <input type="checkbox"/> Dedicated Page(s)      |
| <input type="checkbox"/> Freckles<br><input type="checkbox"/> Brief Overview <input type="checkbox"/> Dedicated Page(s)              | <input type="checkbox"/> Laser Liposuction<br><input type="checkbox"/> Brief Overview <input type="checkbox"/> Dedicated Page(s)     | <input type="checkbox"/> Blue Light Acne Treatment<br><input type="checkbox"/> Brief Overview <input type="checkbox"/> Dedicated Page(s) |
| <input type="checkbox"/> Age Spots<br><input type="checkbox"/> Brief Overview <input type="checkbox"/> Dedicated Page(s)             | <input type="checkbox"/> ProLipo<br><input type="checkbox"/> Brief Overview <input type="checkbox"/> Dedicated Page(s)               |                                                                                                                                          |
| <input type="checkbox"/> Sun Spots<br><input type="checkbox"/> Brief Overview <input type="checkbox"/> Dedicated Page(s)             | <input type="checkbox"/> Botox Cosmetic<br><input type="checkbox"/> Brief Overview <input type="checkbox"/> Dedicated Page(s)        |                                                                                                                                          |
| <input type="checkbox"/> Liver Spots<br><input type="checkbox"/> Brief Overview <input type="checkbox"/> Dedicated Page(s)           | <input type="checkbox"/> Dermal Fillers<br><input type="checkbox"/> Brief Overview <input type="checkbox"/> Dedicated Page(s)        |                                                                                                                                          |

Page 2

## Domain Names

If you have a Domain Name, we will need access to your account with your Domain Name Registrar.

If you do not have a Domain Name, we can assist with the acquisition of a name for your website for a nominal set-up fee. Your Domain Name will be set up in your company's name.



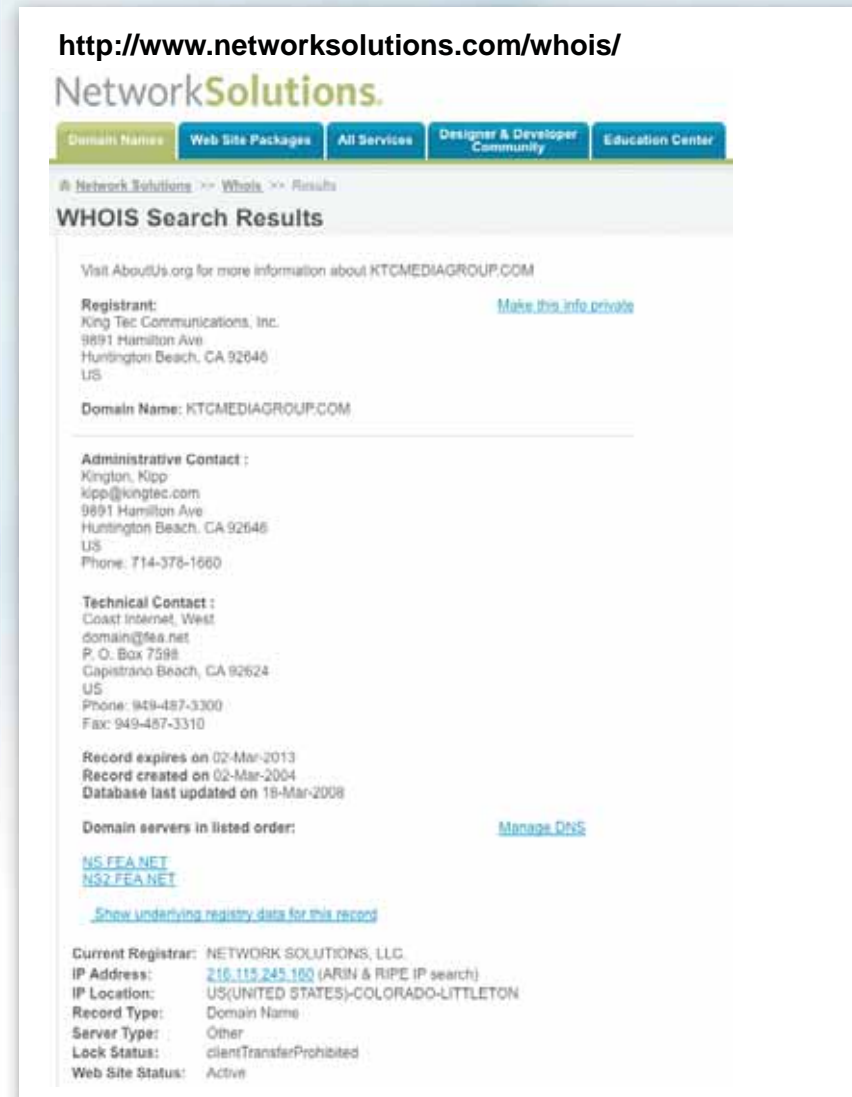
The screenshot shows a WHOIS search results page from NetworkSolutions.com. The URL is http://www.networksolutions.com/whois/. The page title is "NetworkSolutions.com" and the search results are for "KTCMEDIAGROUP.COM". The registrant is King Tec Communications, Inc. The administrative contact is Kington, Kipp. The technical contact is Coast Internet, West. The record expires on 02-Mar-2013. The domain servers are NS.FEA.NET and NS2.FEA.NET. The current registrar is NETWORK SOLUTIONS, LLC. The IP address is 216.115.245.100. The IP location is US:(UNITED STATES)-COLORADO-LITTLETON. The record type is Domain Name. The server type is Other. The lock status is clientTransferProhibited. The web site status is Active.

http://www.networksolutions.com/whois/  
NetworkSolutions.com  
Domain Names | Web Site Packages | All Services | Designer & Developer Community | Education Center  
# Network Solutions >> Whois >> Results  
**WHOIS Search Results**  
Visit AboutUs.org for more information about KTCMEDIAGROUP.COM  
Registrant: King Tec Communications, Inc. [Make this info private](#)  
9891 Hamilton Ave  
Huntington Beach, CA 92646  
US  
Domain Name: KTCMEDIAGROUP.COM  
Administrative Contact :  
Kington, Kipp  
kipp@kingtec.com  
9891 Hamilton Ave  
Huntington Beach, CA 92646  
US  
Phone: 714-378-1660  
Technical Contact :  
Coast Internet, West  
domain@fea.net  
P. O. Box 7598  
Capistrano Beach, CA 92624  
US  
Phone: 949-487-3300  
Fax: 949-487-3310  
Record expires on 02-Mar-2013  
Record created on 02-Mar-2004  
Database last updated on 19-Mar-2008  
Domain servers in listed order: [Manage DNS](#)  
[NS.FEA.NET](#)  
[NS2.FEA.NET](#)  
[Show underlying registry data for this record](#)  
Current Registrar: NETWORK SOLUTIONS, LLC.  
IP Address: 216.115.245.100 (ARIN & RIPE IP search)  
IP Location: US:(UNITED STATES)-COLORADO-LITTLETON  
Record Type: Domain Name  
Server Type: Other  
Lock Status: clientTransferProhibited  
Web Site Status: Active

## Website Hosting

If you have a website hosting company, we will need the FTP log-in settings and platform software specifications.

If you do not currently have a website hosting account, we can also assist with the acquisition of a website hosting company for a nominal set-up fee. We will create an account for you through a major website hosting company and you will be billed directly by the hosting company for the service. Typical monthly fees for website hosting will be approximately \$20-\$40 per month. Base plans get up to 3 e-mail accounts.



The screenshot shows a WHOIS search results page for the domain KTCMEDIAGROUP.COM. The page is titled "WHOIS Search Results" and includes the following information:

- Visit AboutUs.org for more information about KTCMEDIAGROUP.COM
- Registrant: King Tec Communications, Inc. (with a link to "Make this info private")  
9891 Hamilton Ave  
Huntington Beach, CA 92646  
US
- Domain Name: KTCMEDIAGROUP.COM
- Administrative Contact: Kington, Kipp  
kipp@kingtec.com  
9891 Hamilton Ave  
Huntington Beach, CA 92646  
US  
Phone: 714-378-1660
- Technical Contact: Coast Internet, West  
domain@fea.net  
P. O. Box 7598  
Capistrano Beach, CA 92624  
US  
Phone: 949-487-3300  
Fax: 949-487-3310
- Record expires on 02-Mar-2013  
Record created on 02-Mar-2004  
Database last updated on 19-Mar-2008
- Domain servers in listed order: (with a link to "Manage DNS")  
NS.FEA.NET  
NS2.FEA.NET
- Show underlying registry data for this record
- Current Registrar: NETWORK SOLUTIONS, LLC
- IP Address: 216.115.245.100 (ARIN & RIPE IP search)
- IP Location: US:(UNITED STATES)-COLORADO-LITTLETON
- Record Type: Domain Name
- Server Type: Other
- Lock Status: clientTransferProhibited
- Web Site Status: Active



We offer additional features that you can add to your website:

- Downloadable Appointment/Consultation Forms
- Flash Animation Elements (Home Page and Image Gallery)
- Before and After Image Galleries
- Logo Design
- Additional Pages



**PERSONAL HEALTH AND MEDICAL RECORD**  
CLASS AND CLASSES

NAME: \_\_\_\_\_ SEX: \_\_\_\_\_ AGE: \_\_\_\_\_

**CLASS - PERSONAL HEALTH AND MEDICAL HISTORY**  
(Check box and attach to participant)

Do you have any other questions or add participant Please print or fill in.

**PERSONAL INFORMATION**

Name: \_\_\_\_\_ Date of birth: \_\_\_\_\_ Sex: \_\_\_\_\_  
 Date of birth: \_\_\_\_\_ Sex: \_\_\_\_\_  
 Name of parent or guardian: \_\_\_\_\_ Date of birth: \_\_\_\_\_ Sex: \_\_\_\_\_  
 Home address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Business address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 E-mail address: \_\_\_\_\_  
 Home phone: \_\_\_\_\_  
 Cell phone: \_\_\_\_\_  
 Name of present physician: \_\_\_\_\_  
 Name of previous physician: \_\_\_\_\_  
 Present medical condition or condition: \_\_\_\_\_  
 Previous medical condition or condition: \_\_\_\_\_  
 Check all boxes that apply and are present, if your health history is known any "not present"

**ALLERGIES** (Food, medicine, insects, plants) Yes No  
 Penicillin \_\_\_\_\_  
 Sulfa drugs \_\_\_\_\_  
 Eggs \_\_\_\_\_  
 Shellfish \_\_\_\_\_  
 Latex \_\_\_\_\_  
 Anesthetics \_\_\_\_\_  
 Aspirin \_\_\_\_\_  
 Iodine \_\_\_\_\_  
 Monitors \_\_\_\_\_  
 X-ray \_\_\_\_\_  
 Radiation \_\_\_\_\_  
 Blood \_\_\_\_\_  
 Head trauma \_\_\_\_\_  
 Kidney stones \_\_\_\_\_  
 Cancer \_\_\_\_\_

Please list ALL medications taken in the 30 days prior to start of the training activity when the form is to be used.

Use any medications to be taken at any time during drug, surgery, anesthesia, transfusion, etc., and frequency.

Use any physical or behavioral conditions that may affect or limit full participation in training, including hearing loss, diabetes, or drug tolerance, general health.

Use equipment needed such as wheelchair, walker, gait belt, transfer belt, etc.

Occupation (Last date of work) \_\_\_\_\_  
 Education \_\_\_\_\_  
 Religion \_\_\_\_\_  
 Marital status \_\_\_\_\_  
 Social Security # \_\_\_\_\_  
 Driver's license # \_\_\_\_\_  
 Health insurance # \_\_\_\_\_  
 Other insurance # \_\_\_\_\_

**Participant's consent to participate in this program, subject to conditions and limitations:**

I, the undersigned, understand that my participation in this program is voluntary and that I understand the nature and extent of the risks and benefits of my participation. I understand that my participation in this program is subject to the terms and conditions of the program and that I agree to accept the risks and benefits of my participation. I understand that my participation in this program is subject to the terms and conditions of the program and that I agree to accept the risks and benefits of my participation. I understand that my participation in this program is subject to the terms and conditions of the program and that I agree to accept the risks and benefits of my participation.

Date signed: \_\_\_\_\_  
 Signature of participant or adult: \_\_\_\_\_  
 Print name: \_\_\_\_\_  
 These signatures require the participant signature to be attached. Check with your BSA local council.



We also provide affordable website maintenance agreements. These are set up on an annual contract basis and enable you to fast track updates and revisions to your website through KTC.

Please contact us for website maintenance terms.

## Maintenance Agreement

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### Content Management System (CMS)

A content management system allows you to do the following:

Alter general content and upload images/replace existing images.  
Update homepage flash (dependent on level purchased) can upload photos that would load into flash.



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### **Basic Shopping Cart**

Up to 20 products. Shipping pricing would be fixed. PayPal/  
GoogleCheckout. Feature 2-4 featured products on homepage. \$800.  
Extensive Content management would be ideal add-on.

### **Deluxe Shopping Cart**

Shopping cart would have web admin access to a backend for client to  
manage orders. Real time shipping and credit card authorization.  
Purchase of SSL certificate and assistance with set up of online  
merchant account. This would all be intergrated to the site (meaning  
not an external shopping cart site)  
Setup costs; client would add products on their own: \$2500  
Setup costs + up to 50 products added by KTC: \$4000  
Premium Content Management would be an ideal add-on



The Preferred Web Development Referral For:



Thank you for taking the time to review our Website Development Services Kit. We look forward to working with you to deliver a powerful online presence for your company. Please contact us or your HealthNews.org sales associate if you have any questions about how we can help you realize your website.

**Greg Middlesworth**

*Web Development / SEO*  
*gregm@ktcmediagroup.com*

**Kipp E. Kington**

*President*  
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