



Universal Source - Global I.T., Web and Design Solutions

***“Check out our
Web & Graphics Packages
on pages 7-8”***

About Us

Welcome to Universal Source – where creativity, innovation and passion meet exceptional client focus. We currently provide comprehensive I.T., web and design solutions to a host of organizations worldwide.

Our experienced team of industry professionals are on hand to guide you through every step of the way - from design concept through to full implementation and all stages in between.

We appreciate that every business is unique. With this in mind, we have developed a service that can be tailored to fit the precise needs of your business - down to the finest detail. From flash design through to ecommerce, marketing solutions and beyond, Universal Source provides solutions that work for you.

We're also excited to announce the launch of our new template store which offers a wide variety of customizable website templates to get you up and running in no time at all.

Give us a call today for a no-obligation discussion on how we can take your business forward into the digital age.

Alternatively, visit us online at www.universalsource.ca where you can also buy any of our packages as well.

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Web Design & Development

Whether you're a start-up looking for a few simple pages, or a large business in need of an attractive, brochure-style online catalogue – Universal Source can provide the full package.

From concept through to design, our team will guide you through each step – ensuring your company's core identity and message is translated into its web presence. For those of you with less time on your hands, we also have a range of appealing, customizable templates ready for use.

It's not just about looking good, however – we aim to produce results. After all, there's little point in a website that doesn't generate enquiries, is there? Our technical team will ensure best practice SEO (Search Engine Optimization) standards are met – bringing you the results you need.

For those companies already with a web presence – we can assist in optimization implementation to really get your site working for you.

Throw in email, web hosting and a host of other useful options, and it's easy to see why we're the first choice for many small and large organizations looking to make their mark online.

For more information about our web-design and hosting services and to view our online web packages visit us online at www.universalsource.ca



www.profire.ca



www.bestrosesbiotech.com

E-Commerce

A well-designed online store with an accessible, intuitive interface can make or break your company's online revenue potential.

As internet shopping grows in popularity, so does the importance of getting it right first time. Few businesses can afford to continue trading whilst their website languishes in obscurity, failing to tap the huge potential in online sales.

Universal Source have years of experience in creating market-savvy, creative E-Commerce sites for a wide variety of businesses. Our team are on hand to assist from design concept through to launch. We can also provide secure payment portals to improve your clients' experience, including a private user area for managers and administrative staff.



www.dietsources.net

Flash Design

Fancy that little something extra to catch the eye? Flash is essentially a multimedia platform, consisting of images, animation and text if desired.

Flash design is capable of giving even the most mundane site a lift. More importantly, it demonstrates both creativity and a dynamic edge – key factors in converting that visitor into an enquiry.

Web Hosting & Domain Names

Universal Source offer a variety of web hosting solutions. Dependant on availability, we are also able to offer a domain-name service. Contact us today to find out more.



www.zaintaxi.com

Check out our web design packages on page 7

Get online faster using
our Template Store

- 1 Choose a Template**
- 2 Select a Design Package**
- 3 Buy Your Template**



Template Store

We're excited to announce our new web template store!

Our highly-creative design team have been working to produce something really special for this latest addition to our service. We have hundreds of eye-catching templates updated every month – available to download direct from our store.

When used in conjunction with our hosting service – clients have the opportunity to produce a functional website in no time at all. It's simply as easy as 1,2,3 -

It really is that simple – contact us today to discuss which option is best for your business.

Software Development

Improving clients' online experience and the efficiency of your I.T. systems are both vital in to adding strength to your business and developing a competitive edge.

Time is money – do your systems save you time or waste it needlessly? Our team will identify and analyze any structural defects in your business and assist in the development of new and improved systems to get things running smoothly once more.

Universal Source offer custom software development, E-Applications, Customer Relations Databases, Financial Accounting Systems and ERP projects.



Internet Marketing

Now a key strategy in any successful online marketing campaign – internet marketing has become a global phenomenon.

Good internet marketing strategy involves implementing measures to ensure your visibility on the internet is consistently boosted – increasing non-directed traffic flow towards your company's site.

Universal Source has the expertise to start directing traffic to your site, quickly increasing your revenue potential. Our success is evident in the numerous daily inquiries we receive through our own website.

Our team will assist in creating a strategy to suit you and your business.

Check out our SEO packages on page 7

“Universal Source has the expertise to start directing traffic to your site, quickly increasing your revenue potential.”

Graphic Design

Logo Design and Corporate Identity

Dynamic, creative design and the correct corporate identity say more to a potential customer than any amount of cleverly-worded copy.

Presenting a sleek, well-rounded image is paramount in gaining clients' trust. Whether you're after a simple re-design to breathe new life into your current logo or require a complete corporate identity from scratch – Universal Source can assist every step of the way.

Letterheads, business cards, stationery and branded folders are all available - our experienced design team will work with you from the initial concept to establish the correct image for your company. We can produce and deliver a full corporate identity kit with minimal turnaround.

For current clients, we offer a competitive discount on extras such as logos and branding. Contact us today to discuss how we can assist your business.



Brochure, Catalogue and Folder Design

We have many years' experience in both print and graphic design. We produce cost effective, stunning results every time, on time.

Whether you require a set of brochures, manuals, presentations or a simple flyer, Universal Source offers great solutions at low prices, including delivery. Competitive rates through local printers allow us to pass on this saving direct to you.

Portfolio samples are available on request. We are also able to supply graphics solutions to fleet managers, including full installation.

We have negotiated discounted rates with a trusted local supplier – a saving passed directly onto our clients.



Advertising

Universal Source caters to a variety of advertising requirements across all key media formats – newspaper, magazine, online and mailing campaigns.

We can produce the tools for your latest campaign – from a simple poster run through to online banner ads. We have secured competitive rates with local suppliers – a saving that is passed directly onto you.

Portfolio examples can be found on our site, and are available on request. Contact us today to find out more.



Check out our graphics packages on page 8



Vehicle Graphics & Signage

Vehicle & Fleet Graphics

Promote your brand with a high-profile, mobile advertisement – your vehicle! Vehicle Graphics are a highly-impact, low-cost tool in marketing your business. We are also able to supply graphics solutions to fleet managers, including full installation.

We have negotiated discounted rates with a trusted local supplier – a saving passed directly onto our clients.

Trade Show Booths & Retail Displays

We offer both internal and external displays for trade fair and conference requirements. By working with a trusted local supplier, we are able to offer a wide variety of printed display solutions at discounted rates.

Banners

Universal Source offer custom vinyl banners – a cost-effective, high-impact advertising solution for store-fronts, trade shows and events in general. Fully-customised options are available, including grommets, sewn pockets, hemmed edges and strings.

We work with local suppliers – offering quick-turnaround and great prices.

Photography & Video

Utilizing different media is a fantastic way of creating a dynamic feel for your website or brochure. We offer both custom photography and video, including a full range of digital options and effects to catch the eye.

I.T. Services

Universal Source offer a range of I.T. services to customers including the following:

- Technical Support
- Service (OS Systems, Virus Removal etc.)
- Internet Tutorials
- Basic Computing Tutorials

Copywriting

Here at Universal Source we pride ourselves on offering a comprehensive service to our clients.

Not only are we able to offer full web design and hosting, but now we supply a full copywriting service too. Working in conjunction with an independent professional copywriter - we are able to offer compelling, concise copy that really speaks to your clients.

Contact us today to find out how we can help give your business a truly competitive edge.

WEB PACKAGES

Bronze Web Package \$699

- 5 Custom Designed Pages HTML Static (Text/Image)
- 1 Contact or Service request email form
- 1 Year Domain Name Registration
- 1 year Hosting Fees (10GB, 500GB, 10 E-mails)

Upgrade to Static SEO Package, Set Up \$750 and monthly is \$250 a month for a 6/12 month contract

Silver Web Package \$1,299

- 5-10 Custom Designed Pages HTML Static (Text/Image)
- 1 Contact or Service request email form
- 1 Animated Flash Banner (Themed)
- Additional Pages is \$70 Per Page (Text/Image)
- 1 Year Domain Name Registration
- 1 year Hosting Fees (10GB, 500GB, 10 E-mails)

Upgrade to Static SEO Package, Set Up \$750 and monthly is \$250 a month for a 6/12 month contract

Gold Web Package \$1,699

- 10-20 Custom Designed Pages HTML Static (Text/Image)
- 1 Contact or Service request email form
- 1 Animated Flash Banner (Themed)
- Additional Pages is \$70 Per Page (Text/Image)
- 1 Year Domain Name Registration
- 1 year Hosting Fees (10GB, 500GB, 10 E-mails)

Upgrade to Static SEO Package, Set Up \$750 and monthly is \$250 a month for a 6/12 month contract

Flash Web Package \$1,499

- 5-10 Flash Website Pages with 1 Form
- Additional Pages is \$60 Per Page
- Small Advert Banner
- 1 Year Domain Name Registration
- 1 year Hosting Fees (10GB, 500GB, 10 E-mails)

Platinum Web Package \$3,999

- E-commerce website Designing Fees (5 to 20 pages with Flash banner)
- E-commerce website Development Fees (PHP Scripting, Sql Database)
- Integration for 100 to 1000 product, PayPal Payment System, Administration Section)
- 1 Year Domain Name Registration
- 1 year Hosting Fees (250GB, 2000GB, 500 E-mails)

Upgrade to Dynamic SEO Package, Set Up \$1000 and monthly is \$600 a month for a 6/12 month contract

SEO PACKAGES

SEO - Static Site \$2600

This plan is most suitable for static sites up to 30 pages looking towards a complete Search Engine Optimization Solution.

Plan Features

- Initial SEO Consulting • Keyword and Meta tag Analysis • Website Analysis
- Competitive Analysis Submission to all major Search Engines
- HTML Validation • One way link building
- Reciprocal link building • Free Directory submission • Paid Directory submission (On payment of extra charges)
- Writing articles for submission (10)
- Manual submission of articles
- Header tags, Alt tags, Titles
- Image Optimization • XML Sitemap
- Social Bookmarking • Press Releases
- Blog Postings

Initial Set Up Fee : \$800 (30 hours a month).
Monthly Fees: \$360 per month for the subsequent 5 months
(Total Term is 6 months)

SEO - Dynamic Site \$4200

This Plan is most suitable for Database Driven sites like Ecommerce sites, Real Estate sites, Social networking site and others of similar relevance.

Plan Features

- Initial SEO Consulting • Keyword and Meta tag Analysis • Website Analysis
- Competitive Analysis Submission to all major Search Engines
- HTML Validation • One way link building
- Reciprocal link building • Free Directory submission • Paid Directory submission (On payment of extra charges)
- Writing articles for submission (10)
- Manual submission of articles
- Header tags, Alt tags, Titles
- Image Optimization • XML Sitemap
- Creating robot.file • Social Bookmarking
- MOD-Rewrite for dynamic URLs
- Press Releases • Blog Postings

Initial Set Up Fee : \$1200 (30 hours a month).
Monthly Fees: \$600 per month for the subsequent 5 months
(Total Term is 6 months)

SEO - Dedicated Plan \$999 monthly

This Plan is mainly useful for IT Companies that are looking towards outsourcing multiple projects at the same time. They will be able to hire dedicated Seo Specialists working just for them and thus can do the project management themselves. It is like having your own team virtually.

Plan Features

- Initial SEO Consulting • Keyword and Meta tag Analysis • Website Analysis
- Competitive Analysis Submission to all major Search Engines
- HTML Validation • One way link building
- Reciprocal link building • Free Directory submission • Paid Directory submission (On payment of extra charges)
- Writing articles for submission (10)
- Manual submission of articles
- Header tags, Alt tags, Titles
- Image Optimization • XML Sitemap
- Social Bookmarking • Press Releases
- Blog Postings

Price: \$999 per month (176 hours a month)
Minimum Contract Period: 3 months
Please note that a time span of six months is required to obtain the best results in SEO Ranking.

Also you can now buy any of our packages online. at www.universalsource.ca

GRAPHIC DESIGN PACKAGE DEALS

The same great deals carefully grouped in useful packages for more savings! You can upgrade any package with larger printing quantities.

Package One — **\$2,120** Getting Your Business Started!

5% savings — which includes:

- Logo Design
- Business Card Design and Print x500
- Letterhead Design and Print x500
- Envelope Design and Print x500
- Postcard Design and Print x500
- Brochure Design and Print x500

Package Two — **\$929** Create Your Brand Identity!

5% savings — which includes:

- Logo Design
- Business Card Design and Print x500
- Letterhead Design and Print x500
- Envelope Design and Print x500

Package Four — **\$479** Back to the Basics!

5% savings — which includes:

- Logo Design
- Business Card Design and Print x500

Package Three — **\$599** Simplify!

5% savings — which includes:

- Business Card Design and Print x500
- Letterhead Design and Print x500
- Envelope Design and Print x500

Package Five — **\$1,849** Just Marketing!

5% savings—which includes:

- Postcard Design and Print x500
- Brochure Design and Print x500
- Flyer Design and Print x500

GRAPHIC DESIGN SERVICES

The same great deals carefully grouped in useful packages for more savings! You can upgrade any package with larger printing quantities.

Logo Design **\$350 base price***

- Client consultation
- Concept development
- Layout and design up to 3 variations
- Up to 5 rounds of revisions
- Finalizing and delivery of logo in file types of client's choice

Envelope Design and Print **\$229 base price***

- Layout and design up to 3 variations (using only one logo design)
- Up to 5 rounds of revisions
- Finalizing, file preparation, and delivery to printer
- 500 printed envelopes—printed one side, 2 colour

Brochure Design and Print **\$899 base price***

- Client consultation
- Concept development
- Layout and design
- Up to 5 rounds of revisions
- Finalizing, file preparation, and delivery to printer
- 500 printed brochures—8.5 x 11 tri-folded, full-color, 100 lb. glossy stock

Business Card Design and Print **\$149 base price***

- Layout and design up to 3 variations (using only one logo design)
- Up to 5 rounds of revisions
- Finalizing, file preparation, and delivery to printer
- 500 printed cards—printed one side, full-color, 80 lb. white stock

Postcard Design and Print **\$349 base price***

- Client consultation
- Concept development
- Layout and design
- Up to 5 rounds of revisions
- Finalizing, file preparation, and delivery to printer
- 500 printed postcards— printed one side, 6 x 4, full-colour, 12pt glossy stock

Flyer Design and Print **\$699 base price***

- Client consultation
- Concept development
- Layout and design
- Up to 5 rounds of revisions
- Finalizing, file preparation, and delivery to printer
- 500 printed brochures—8.5 x 11 flat, full-color on one side, 100 lb. glossy stock

Letterhead Design and Print **\$249 base price***

- Layout and design up to 3 variations (using only one logo design)
- Up to 5 rounds of revisions
- Finalizing, file preparation, and delivery to printer
- 500 printed sheets—printed one side, full-color, 20 lb. white stock

*Base price is the minimum cost for the project. Additional design variations, revisions, quantities, pages, etc., will incur charges.



www.universalsource.ca