

LOUD CANVAS MEDIA

13 BACK RIVER ROAD #116
DOVER, NH 03820

ph: 603.978.8841 email: ARTS@LOUDCANVAS.COM
website: WWW.LOUDCANVAS.COM

OUR CONTACT INFORMATION

Organization Name: Loud Canvas Media	Website URL: www.loudcanvas.com
Address: PO Box 64915	Company Contact: Sean Dempsey
City: Burlington	E-mail: sdempsey@loudcanvas.com
State/Zip Code: Vermont / 05406	Contact Number: (802) 661-4051

ABOUT LOUD CANVAS MEDIA (LCM)

Thank you for expressing an interest in our company. We endeavor to be your gateway for obtaining and/or refining your place on the internet. From websites and mobile sites to web applications and e-commerce tools—we can help you achieve your online goals!

WHO WE ARE

Loud Canvas Media® is a web design and development firm focused on creating business value through the development and maintenance of websites and web applications. We are not a "bricks-and-mortar" operation—which allows us to keep our costs low & efficiency high. We have been in business since 2005 and operate primarily in the Burlington, VT and Seacoast Area (Portsmouth, NH / Boston, MA).

Our focus and passion is web assistance through creativity of design, targeted consulting, search engine optimization, and web 2.0 development. We are dedicated to seeking out new and innovative ways to facilitate the creativity of those around us. From artists and musicians to businesses, non-profits, and individuals, we focus our clients' message and expose numerous technological mediums for allowing their message to display.

Ultimately, we aim to be the ONLY resource for our clients' web-related issues, consultation, and needs. We will help you take your hands off the technical controls and focus on what you should be spending your time: **running your organization.**

CUSTOMER SERVICE

Customer Service is a phrase that everyone throws about but is not always well-defined. At Loud Canvas Media we want to define it for our clients:

Our dedicated team is here to ensure that your website experience 100% uptime and that your business needs are effectively met. We work to ensure the quality of our work and if you should experience any issues with your service or with the functionality of your website, they will be handled swiftly and effectively.

Loud Canvas Media utilizes the "one point of contact" support model. A single, primary contact will be your primary resource. You will be able to contact this person via email or phone at any time during the day or evening.



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ORGANIZATIONAL STRUCTURE / STAFF

Each member of LCM has a specific set of acquired web-based skills; we work as a focused team on web-projects year round. Some of us work strictly design; others on web development or Search Engine Optimization (SEO). This allows us to have core competencies we can grow individually and bring more to the table as a team.

For development initiatives, various other members of the team will be working as required/needed. Support issues will be handled by one or multiple members of the team; all work is delegated by the owner.

During any duration when/if your primary contact is unavailable, another member of the team will handle any pressing issues/questions. To accommodate this, a generic email is used for correspondence: support@loudcanvas.com. This should be the email used when inquiring about immediate support issues or questions.

Our primary design, development, & support staff can be viewed here - <http://loudcanvas.com/about.php>

COMPANY SIZE

Loud Canvas Media does not confess to be a large company. This is what enables it to give each and every client the personal attention that is required. LCM operates as a sole proprietorship, with multiple consultants and contractors available for any level of support at a moment's notice. **Customer service, dedication to the client, and quality of work** are the staples of our business. As indicated by the following page (and on our online portfolio), we have more than 75 clients—most of whom own/operate businesses or non-profits in Vermont or New Hampshire.

PROJECT DETAILS

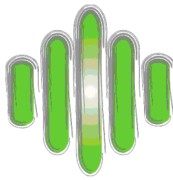
PRICING

We are very upfront with the pricing of our services and products. Please see the homepage of our website and choose the option that defines what you're looking for – www.loudcanvas.com. Of course what you're looking for may not fit *exactly* into one of our packages; as such, we work hands-on with each and every client to determine their exact needs BEFORE issuing a project proposal.

We strongly encourage you to contact us via phone (and/or email) to discuss your needs in greater detail so we can determine pricing that fits your budget. Whether you have a website already and need enhancements or are establishing an entirely NEW website presence we can get you started affordably.

PROJECT SCHEDULE / TIMELINE

Loud Canvas Media strives to be proficient regarding timeline when developing and launching client websites. Our schedule is dependent on the functional requirements stipulated by the project. If scope is reduced or increased (before project inception), the timeline may be amended accordingly. We also depend on client feedback and interaction throughout project development lifecycle; if client is unwilling or unable to provide clear feedback on deliverables as they are created, timeline cannot be guaranteed.



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OUR COMMUNITY

A sample taste of our community:

Vermont Symphony Orchestra

Launched Q3 2009

www.vso.org

VSO.ORG is an informational website geared toward the Vermont community and concerns the activities/events/concerts of the Vermont Symphony Orchestra. It was developed as our annual "Free Website Promotion" to a non-profit in the Burlington area. Since the website's inception, the VSO has seen its online presence as well as awareness of its programs increase exponentially.

Christian Brown Design

Launched Q3 2009

www.christianbrowndesign.com

Architect and furniture designer, Christian Brown, is a legacy in his field. Adopting his creative drive, LCM set to work developing a site that was of Christian's own design. Showcasing his work in both the architectural field as well as furniture making, christianbrowndesign.com has become a site both We and Christian are proud of.

Omnirent

Launching Q1 2011

www.omnirent.com

Omnirent is a revolutionary new website poised to take the renter and property market by storm. It serves as a communication portal between landlords and tenants—enabling them to communicate issues. It allows non-members to search for available properties and apply to live there. Finally it allows for landlords to receive rent payments from renters.

Cathedral Square Corporation

Launched Q4 2009

www.cathedralsquare.org

Cathedral Square Corporation is a non-profit organization that owns and manages properties for seniors and individuals with special needs. LCM developed several custom proprietary applications so staff could manage the properties and features on their website easily and effectively.

To view our entire portfolio:

<http://loudcanvas.com/portfolio/>

Client	Website
Barre Opera House	www.barreoperahouse.org
Bicycle Shop	www.bicycleshopinc.com
Burlington Underground	www.burlingtonunderground.com
Cathedral Square Corporation	www.cathedralsquare.org
Christian Brown Designs	www.christianbrowndesign.com
Contois Music	www.contoismusic.com
Daybreak Community Church	www.daybreakvermont.org
Dedalus Wine Group	www.dedaluswinegroup.com
Don Rowan	rowanglobal.loudcanvas.com
Don Turner Jr	www.donturnerjr.com
Eagle Network Solutions	www.eaglenetworksolutions.com
Friends of Dicisco	www.friendsofdicisco.org
Gerard Williams / ASL Interpreter	www.gerardwilliams.net
Kate Pond	www.katepond.com
Marble Island Marina	www.marinamarbleisland.com
Matthew Taylor Designs	www.matthewtaylordesigns.com
Melvin Kaplan Inc	www.melkap.com
Milton Family Community Center	www.miltonfamilycenter.org
Noonmark Nonprofit Services	www.noonmarkservices.com
Omnirent	www.omnirent.com
Rivers & Revolutions	www.riversandrevolutions.org
Sparling Studio	www.sparlingstudio.com
St. Andrews Christian Church	www.standrewsvt.org
The Legend of Don Dicisco	www.dondicisco.org
vBay	www.thevbaystore.com
Verite	www.cocoaverification.net
Vermont Council on Rural Development	www.vtrural.org
Vermont Superintendants Association	www.vtvs.org
Vermont Symphony Orchestra	www.vso.org



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WEBSITE DESIGN

Loud Canvas Media's iterative design process is intended to directly align the specific cosmetics of design with the goals and objectives for your website. Through targeted conversations and a surveying process, we will learn about your larger marketing goals and specific web-driven objectives. At each juncture in the process, your feedback will be requested to ensure you are completely "on board" along the way until design finalization.

Your design will use your logo, colors, and other branding elements; a consistent menu bar with buttons for each category; and a look and feel that is professional, consistent, pleasing, and engaging.

Site design suggestions are presented to you online as static screen caps. When you are satisfied with your design, LCM will:

- ☑ Convert the home page and interior page designs to XHTML, CSS, and images
- ☑ Create a global site style sheet w/styles for section headings, body type, tables, and form styles
- ☑ Begin incorporating the design with the development piece (eg "Site Features")

One or more Loud Canvas Media representative(s) will meet with you at a location and date/time of mutual consent. Both parties will discuss specific cosmetic needs and any/all aesthetic concerns or thoughts. LCM embraces a truly iterative process—with an emphasis on communication and feedback. LCM works to ensure that clients are aware of progress of the site design throughout the development process. We also strive to ensure the needs are fully realized and that the final product is one the client is truly impressed with and proud of showcasing.

Loud Canvas Media is very particular about the designs it creates and does not do "sloppy" coding or work—in the interest of saving time or money. We always take care to implement "clean" code and to provide elegant designs that are friendly and easy to navigate. With the level of proficiency by our team of designers, we are able to implement professional websites in a fraction of the cost and timeframe of many of our competitors.

At the end of the feedback cycle and a homepage/template is decided upon, Loud Canvas Media creates and delivers a valid and "web-standards compliant" site constructed in XHTML/CSS. (This essentially is the "design" coded into a web-viewable format). Loud Canvas Media ensures the reliability and cross-browser compatibility of its designs. After the site is launched, Loud Canvas Media guarantees the XHTML/CSS to continue to work for the lifetime of the website.

A few examples of Loud Canvas Media's more recent designs include the following:
(See "**References / Recent Work**" sheet – attached)



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MOBILE WEBSITE DEVELOPMENT



For Clients (Also) Interested in the Mobile Environment

Loud Canvas Media is very pleased to announce the launch of a new service - **Mobile Website Development**. This service is geared toward helping organizations further capitalize on their website investment and better-establish their online presence.

Mobile website development has been taking off by leaps and bounds. This year alone mobile web use is forecasted to increase drastically, with 1 in 5 persons using a mobile device to access the web. (<http://www.cellular-news.com/story/35529.php>)

We are seeing the online landscape change before our eyes and this is why we have added Mobile Website Development to our repertoire of services. If you have a mobile device now (iPhone, Blackberry, Android, etc.) we encourage you to pull up your current website and see how it looks. You may be pleased with the result; but you may not. Your website was designed for "the desktop," not for "mobile." There's a bit of work that needs to go into making it look pleasing ("render") on a mobile device.

Depending on your specific organization and/or your industry, the number of persons visiting your website on a mobile browser may be extremely high. Do you believe your organization is one that people are searching for with a mobile device? For example, restaurant websites have one of the most number of mobile based hits (as you might imagine). If your site has information that others want to find out immediately, a mobile site may be invaluable to your organization.

I encourage you to read more information on our website - <http://loudcanvas.com/services/mobile-website-iphone-android-blackberry.php>. There is even an example of how we tailored our Loud Canvas Website into a Mobile Website. A similar process would take place for your website—should you decide this is a valuable "next step" for your organization.

There is a lot to learn in the mobile arena, and in many ways it is continually-changing. But allow us to help you make sense of the "mobile landscape." [Contact us today](#) to find out more and inquire about pricing.

Useful Articles

Article - "Top 10 Reasons Your Website Should Go Mobile"

<http://searchengineland.com/top-10-reasons-your-website-should-go-mobile-32566>

Article - "Mobile Web vs. Mobile Apps"

<http://blog.dudamobile.com/mobile-web-vs-mobile-apps/>

Article - "High Growth Forecasted for the Mobile Internet 2010"

(<http://www.cellular-news.com/story/35529.php>).



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WEBSITE DEVELOPMENT

WEB TECHNOLOGIES

Loud Canvas Media creates its websites using established and well-tested web technologies. We code in PHP (www.php.net) and implement open-source mySQL (www.mysql.com) database(s) as necessary. We also implement **Javascript** and **AJAX** if and when it aligns with the business and functional needs of your website. These latter two technologies often assist in the “flow” and/or usability/friendliness of your website.

For design of site, LCM creates/implements valid XHTML/CSS (as mentioned above).

Loud Canvas Media is able and willing to implement any array of useful/viable frameworks or “widgets” across the site in order to increase flexibility and/or functionality. Examples of these include **jQuery** (a javascript/ajax framework), Google Calendar/Maps/Forms, YouTube (for displaying videos), or any number of other tools if/when they are appropriate.

Loud Canvas Media will allocate as many hours as are necessary for development of the website in order to meet your goals and objectives. We will perform the following, which is not a comprehensive list:

- ✓ Implementation of any/all tools for supportability
- ✓ Implementation of any/all necessary frameworks to decrease time to launch
- ✓ Implement any/all external apps or “widgets” as appropriate
- ✓ Create and fine-tune all site functionality discussed in this proposal or project estimate
- ✓ Perform multiple “rounds” of development and testing to ensure site is 100% functional

OTHER TOOLS

Loud Canvas Media is able and willing to implement any array of useful/viable frameworks or “widgets” across the site in order to increase flexibility and/or functionality. Examples of these include **jQuery** (a javascript/ajax framework), Google Calendar/Maps/Forms, YouTube (for displaying videos), Facebook, Twitter, or any number of other tools if/when they are appropriate.



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WEBSITE SUPPORT / MAINTENANCE

WEB HOSTING

Loud Canvas Media will host client website [its files and database(s)] on our dedicated servers located in San Antonio, TX (on the Peer 1 network). These servers are monitored 24/7 by on-site staff—which allows LCM to ensure our “100% guaranteed uptime” promise.

Server Specs

- Linux Powerline Server 64-2 + cPanel
- Monthly Transfer: 2000 GB
- Operating System: CentOS 4.4
- Processor: AMD Athlon 64 3500+ Skt939 Processor
- Memory: 2 GB
- Port Speed: 10 Mbit Port

Server Capabilities/Features

- cPanel Access (if desired)
- FTP Access (**without CMS**)
- CRON support
- SSL Support
- Dedicated IP (if needed)

Full server specs (“tech specs”) available here: <http://www.loudcanvas.com/services/hosting-details.php>

By hosting your site with LCM you are granted license to our Content Management System (CMS). Hosting is mandatory if you wish to use our CMS. (Note: FTP access is restricted with CMS installed)

SITE BACKUPS

Backups of your data and files are performed nightly and weekly, respectively. This is an automatic process. If at any time your data should become corrupted or needs to be restored for any reason, our support personnel will handle such issues immediately. [to date, data integrity or corruption has never occurred on our servers]

EMAIL

LCM chooses to leverage Google Apps to maintain/host client email. As such, you will have the ability to utilize the widely-adopted “gMail” web application for the viewing of your email (via the web). You also have the option of using desktop applications such as **Thunderbird** or **MS Outlook** to interface with your mail via a mail client.

WEBSITE ANALYTICS / REPORTS

Upon launch of your new website you will have instant access to day-by-day analytics reports. These will indicate who your visitors are, where they are coming from, and how long they visit your site (among many other things). LCM utilizes the “Google Analytics” online software to facilitate this reporting. Certain employees or “site admins” will have direct access to these reports.

DOMAINS

We purchase and maintain any/all domain names on your behalf—or transfer pre-existing domains to our account with domain provider *DirectNIC* (www.directnic.com). You still retain ownership of your domain(s) but without the hassle of maintenance. Annual renewal fees are included with your Hosting/Support fees.

SECURITY

At Loud Canvas Media we place the integrity of our customer data in the highest regard. All precautions are taken to ensure your sensitive data is not lost, stolen, or mutilated (by online hackers, hacking attempts, unauthorized users, etc). We employ Security and Monitoring software on our servers to protect against attacks. In addition we have a firewall setup to block IP addresses of malicious online users. Four subsequent, failed username/password attempts result in automatic blocking of web-persons.

To date, we have never had an account on our servers compromised or client data lost. In the case of any security, performance, or data-integrity issues, our staff will be immediately accessible to ensure the site (and/or content) is restored immediately!



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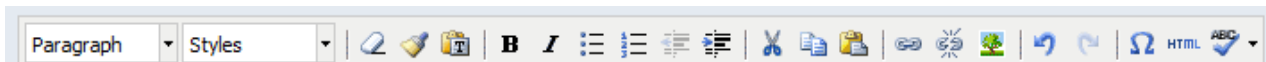
CONTENT MANAGEMENT SYSTEM

LCM has worked hard to develop a robust **Content Management System (CMS)**. The CMS allows non-technical staff to perform routine site maintenance independently without programming skills. The CMS is accessed from a simple browser-based interface with no special software required.

You will be able to use this to update/add to your site easily and quickly. Online demo is available upon request.

Key CMS Features Include:

- Ability to add, edit or delete content pages and module entries ("properties" in this case)
- Create internal and external hyperlinks
- Upload and Insert images into content (where applicable).
- Convenient online access from any PC with an Internet connection, at any time
- Robust "what-you-see-is-what-you-get" (WYSIWYG) content formatting generates clean, consistent HTML code. The CMS uses the popular HTMLArea editor.
 - Using functions similar to those found in Microsoft® Word, you will be able to Bold, Italicize, Underline, and change the color of your text as well as insert pictures and then submit it for a real time update of your page.



File Management

The CMS will allow administrators to conveniently upload, manage and link to files such as JPEG images, PDFs, Word documents. Site administrator can use the file manager to link to PDFs such as Site Plans, Flyers, Arial Shots, or forms/applications.

Scalability for Future Growth

Because of its dynamic nature and modular construction, the CMS will have the capacity to grow with the needs and vision of any website over time to perform a virtually unlimited number of advanced applications/functions.

Other Available CMS Features / Modules:

Contact Us Form

This is a form that, when filled out and submitted, generates an email that can be sent to one or multiple email addresses.

Ads Box

The ads box allows you to post quick announcements of upcoming events, updates to a project, press releases, etc. to your website.

Image Gallery

This application allows you to upload pictures to an image gallery and create categories within the gallery to sort them.

Online Journal/Blog

An application that allows you to post your daily thoughts, track progress on a project, etc. You also have the option to allow comments or not allow comments to your posts.

User Login / "Members-only Section"

This allows you to restrict certain parts of your website for login access only.

Events Manager

Display a calendar of upcoming events with a detailed event description. Run events live for a specified amount of time to cut down on manual updates.

Site Search

Allow your site to have its own built in search engine. Useful if you have a large site with a lot of text

(Please inquire about these tools if interested)



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REFERENCES

Website: <http://www.cathedralsquare.org>
(launched November 2009)

Description: Cathedral Square Corporation is a non-profit organization that owns and manages properties for seniors and individuals with special needs. We developed several custom applications so they could manage the properties on their website directly.

Contact/Reference: Katie Forleo
forleo@cathedralsquare.org
(802) 863-2224

Website: <http://www.vso.org>
(launched June 2009)

Description: An informational website to the Vermont community concerning the activities/events/concerts of the Vermont Symphony Orchestra

Contact/Reference: Alan Jordan
alanj@vso.org
(800)VSO.9293

Website: <http://www.christianbrowndesign.com>
(launched August 2009)

Description: An outlet for the Vermont architect, Christian Brown, to showcase his architecture and furniture online.

Contact/Reference: Christian Brown
chris@christianbrowndesign.com
(802)899.1155

Website: <http://www.daybreakvermont.org>

Description: A content-based website for the non-profit (religious) organization Daybreak to disseminate information to their constituents.

Contact/Reference: Jeanne Bock
jrbock1@comcast.net
802.338.9118

FULL PORTFOLIO AVAILABLE HERE: www.loudcanvas.com/portfolio.php



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TESTIMONIALS

"Loud Canvas is a team of professionals always willing to go above and beyond for their clients. The response time to answer questions or solve problems was always very quick and helpful. I would recommend this team to other non-profits."

-Katie Forleo, Project Coordinator / www.cathedralsquare.org

"Working with Loud Canvas has been fantastic. The content management system I use to make daily updates to our content is intuitive, simple, and convenient. Sean and his staff are quick to respond to any inquiries I have and make changes as soon as they are requested. Our website has never looked better."

-Rebecca Kopycinski, Ensemble Coordinator / www.vso.org

"Loud Canvas Media responded quickly and effectively to our requests and feedback. Throughout the project, it seemed like there was someone working around the clock to complete our new site as soon as possible."

-John Zion, Melvin Kapkin Inc. / www.melkap.com

"The folks at Loud Canvas Media are the best! Thanks to their web design knowledge, careful guidance, and quick responsive to requests made, our church's website has become an extremely effective communication and outreach tool."

-Jeanne Bock, Daybreak Community Church in Colchester, VT / www.daybreakvermont.org

"...probably the best [set of] programmers and developers that I have ever worked with and over the last 10 years I have worked with many! LCM has already helped with several projects and I fully intended to use their services in the future. Their attention to detail and commitment to their work is unmatched by anyone. ...[They are] always extremely friendly and easy to work with and always willing to help with additional suggestions and tips. They are very punctual and it is easy to get in touch with [them] when you have any questions. I would recommend LCM to anyone who wants good quality work from an expert in the [web development] field."

Top qualities: Personable, Expert, On Time

[Dade Graham](http://www.findaircraft.com), Partner / www.findaircraft.com

"...not only highly professional to work with but also very flexible and accommodating to clients...a joy to work with."

Top qualities: Great Results, Personable, Expert

[Jamie McCollough](http://www.jamie-mccollough.com) / hired LCM as a Graphic/Web Designer

"LCM does some amazing and efficient Ajax work. Definitely recommended if you need custom coding delivered fast."

-Ryan Bishop, Owner / www.BurlingtonUnderground.com

"...delivered exactly what I wanted and in a very timely fashion."

-Ethan Bechtel, Director of Strategy, MBA HealthGroup / www.mbaresources.com

MORE TESTIMONIALS AVAILABLE HERE: www.loudcanvas.com/testimonials.php