



MESSAGE MEDIUM

## Options for Web Sites to Process Credit Cards Online with First & Second Year Total Cost

PO BOX 5116, NEW YORK, NY 10185  
TELEPHONE 800 592 7056  
FAX 212-202-6121  
[WWW.MESSAGEMEDIUM.COM](http://WWW.MESSAGEMEDIUM.COM)

	<u>PayPal</u>	<u>eBay</u>	<u>GoDaddy QuickCart</u>	<u>Volusion</u>	<u>Shopify</u>	<u>Yahoo Store</u>	<u>Joomla</u>	<u>Custom</u>
<b>Monthly Fee</b>	<b>\$0</b>	<b>\$16/mth</b>	<b>\$30/mth</b>	<b>\$40/mth</b>	<b>\$40/mth</b>	<b>\$40/mth</b>	<b>\$15-\$35</b>	<b>\$15-\$100</b>
<b># products</b>	unlimited		100	250	100	50,000	unlimited	unlimited
<b><u>Site Control</u></b>	<b>very limited</b>	<b>very limited</b>	<b>limited</b>	<b>some</b>	<b>some</b>	<b>limited</b>	<b>high</b>	<b>total</b>
<b>Brand/Design Control</b>	<b>need HTML</b>	✓	✓	✓	✓	✓	✓	✓
<b>Updating Control</b>								
<b><u>Features Included?</u></b>	<b>must build</b>	✓	✓	✓	✓	✓	✓	✓
<b>1. Catalog &amp; Product pages</b>	✓	✓	✓	✓	✓	✓	✓	✓
<b>2. Order Process (shopping cart)</b>	✓	✓	✓	✓	✓	✓	✓	✓
<b>3. SSL Certificate (security)</b>	✓	✓	<b>\$30/year</b>	<b>\$150/year</b>	✓	✓	<b>\$150/year</b>	<b>\$150/year</b>
<b>4. Paymt Gateway (cc validation)</b>	✓	✓	<b>\$30/mth</b>	<b>\$30/mth</b>	<b>\$30/mth</b>	✓	<b>\$30/mth</b>	<b>\$30/mth</b>
<b>5. Merchant Account (bank)</b>	✓	✓				<b>\$20/mth</b>		
<b>Per Transaction Fees</b>	<b>\$0.30 + 2.9%</b>	<b>\$0.02-\$0.08 + 5-8%</b>	<b>\$0.35 + \$2.59%</b>	<b>\$0.35 + \$2.59%</b>	<b>\$0.35 + 4.59%</b>	<b>\$0.35 + 4.9%</b>	<b>\$0.35 + \$2.59%</b>	<b>\$0.35 + \$2.59%</b>
<b>Purchase/Set Up Fee</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$49</b>	<b>\$0</b>	<b>\$50</b>	<b>\$0</b>	<b>\$0</b>
<b>Professional Installation/ Configuration Fee (optional)</b>	<b>\$250</b>	<b>\$500</b>	<b>\$1,000</b>	<b>\$2,500</b>	<b>\$2,500</b>	<b>\$2,500</b>	<b>\$15,000</b>	<b>\$40,000</b>



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<b><u>Totals</u></b>								
<b>First Year Cost <u>DIY</u></b>	\$0 + trans fees	\$192 + trans fees	\$380 + trans fees	\$770 + trans fees	\$770 + trans fees	\$770 + trans fees	\$580 + trans fees	\$580 + trans fees
or								
<b>First Year Cost <u>Professional</u></b>	\$250 + trans fees	\$692 + trans fees	\$1,380 + trans fees	\$3,270 + trans fees	\$3,270 + trans fees	\$3,270 + trans fees	\$6,080 + trans fees	\$50,580 + trans fees