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## Accessible Document Conversion Quote

Good day Nancy,

Thank you for considering Just Accessibility for your document conversion. I appreciate your time to answer my questions and help me understand your needs fully.

Creating accessible documents is an important business decision.

- It is estimated 25% of the population has some form of disability and this number will grow as the population ages. It makes business sense to ensure your documents can be viewed by all your clients.
- Creating accessible documents demonstrates commitment to customers with accessibility issues.
- Provides an opportunity for goodwill among customers with disabilities.
- Improves conversion among customers with disabilities. Providing accessible documents is welcomed news to those with a disability and may be an influencing factor when considering different companies.
- Retain existing customers. By providing accessible documents now, you will be setting yourself apart from your competitors and build loyalty.
- Other business case statistics can be found at:

<https://www.w3.org/WAI/bcase/resources#cases>

Our rate table, is presented on the next page. Looking at the sample documents, there is a mixture of simple pages, and complex pages with tables, math formulas, etc.

I understand you wish to purchase a bulk plan at \$22,000 plus HST. We have discounted our rates as you are buying in bulk.

For each call up, we review the document and provide the draw down figure before proceeding. In this manner, you or a member of your team can verify the figure meets expectation. Every two weeks, we provide a report to the project lead detailing work completed and remaining budget.

*Our guarantee: 100% compliance with AODA, Section 508, and WCAG 2.0*

***Discounted Page Rates***

<b>Page Description</b>	<b>Draw Down</b>	<b>Example</b>
Simple Page	\$10	Page contains mostly text: paragraphs, lists, bullets, may include an image or two.
Page with one or more tables	\$12	Page contains one or more tables. If only one simple table, simple page rate may apply.
Page with Form Fields	\$20 or \$2.50 per field	Page contains one or more fillable form fields. Pages containing form fields are drawn down at the higher of \$20 per page or \$2.50 per field.
Complex Page	\$22	The page includes a number of math equations, complex charts, complex graphs or complex tables.

***Our Process***

Before beginning work, we complete a review of the document, detail our approach, and verify delivery to ensure the timeframe meets your needs. When completing our review, we look for items that could cause accessibility problems and provide recommendations. This may include suggested revisions to the source document. For documents with minor issues, our review is included in our page rate. For documents with numerous errors, it is possible more effort will be required to complete the review and a quote for the review will be provided before work begins. With client approval work begins according to schedule.

Thank you again for your consideration. If you have any questions, please feel free to call or email me. I'll follow up in the next couple of days to see if you have any questions.

Cheers,  
 Duane Yeager,  
 Just Accessibility

Direct line: 1-800-580-2566, ext. 821  
 Email: [convertit@justaccessibility.com](mailto:convertit@justaccessibility.com)