Hard Coded, Static Website Design Comparisons

	Standard	Custom
Fees		
One Time Cart Setup Fee	$149.00	$249.00
Monthly	FREE	$38.00/month
Product coding during website design/build	$2.99 each	$2.99 each
Product coding post-website design/build	$4.99 each	$4.99 each
Shopping Cart		
Type of Mals E-Commerce account	FREE	Premium
Shipping calculator	X	X
Tax calculator	X	X
Discounts	X	X
PayPal or Invoice payment methods	X	X
Up to 5 different currencies	X	X
Customized email customer receipts	X	X
Merchant order notification	X	X
Products sold for download	X	X
Number of orders per month	1000	unlimited
Third party card processors (Verisign, etc.)		X
99.9% up time	X	X
Shared SSL certificate	X	X
Credit Card Processor		
Type of PayPal account	Standard	Pro
Checkout area	PayPal	On Your Site
Do customers need a PayPal account	No	No
Merchant account	X	X
Virtual Terminal Availability		X
VISA, Mastercard, Discover, Am. Express	X	X
Industry-leading fraud protection	X	X
Cost per transaction (rates dependant on transaction amount per month)	1.9%-2.9% + $0.30	2.2%-2.9% + $0.30