You wouldn't need to contact them to set up a basic LAN (Local Area Network).

You'll need a network card for each PC you'll want to connect to the network (LAN) which you'll hook up to the router.

I guess Comcast are putting that price up for people who don't want to/can't setup a LAN themselves. Don't worry about it, the instruction manual that comes with the router will guide you through it.

I think you can get some router packs that have network cards sold with them, if not don't worry, you can grab network cards for about 10 quid each, well atleast in England.

I don't know too much about wireless im afraid since I just use ordinary LAN.

I think it's cable-type RJ-45 you'll need to connect the cards to the router (unless of course, you're going wireless), unless i'm mistaken.