



## RATES & POLICIES

Graphic Design • Web Site Design • Color Printing • Portable Exhibits

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### DESIGN RATES

Non-Profit Organizations... \$65.00 / hour

Commercial Business ... \$75.00 / hour

We invoice on a NET 10 basis.

- Payments made by check and postmarked by the due-date may take a 10% discount on **design charges**. If paying with a credit card via PayPal and the charge is processed on or before the due date, then take a 5% discount. The appropriate discount will be shown on your invoice.
- We are primarily a graphic art and design studio specializing in portable modular displays, print media preparation, and Web site development. We do only custom design work specifically for your organization at your request.
- You will be charged our hourly rate for changes and revisions at your request. You will be charged for all experimental work, prototypes, sketches, rough drafts, troubleshooting Web site difficulties, long meetings, etc.
- We provide written detailed estimates on projects over \$800.00 only. Otherwise, your estimate will be our Work Request form, Proposal Confirmation letter or e-mail communication, any of which shall be binding.
- We will require a 50% deposit on the estimated cost of your PRINTING at the time of the final approval to print. All print jobs require a signed Proof Approval before they can be sent for printing of any kind by any means. We do not make exceptions to this rule. Once approved, allow 7 and 14 business days for most printing projects.
- If we are more than 15% over our written DESIGN time estimate, we will charge additional time (above the 15%) at the rate of \$40.00/ hour to complete your project successfully. This does not apply to changes, revisions or time over-runs at your request. No payment discount offers will apply to minimum rate hours.
- A 70% deposit will be required on all trade show displays and large format printing. Print production time is 5-7 days. Display hardware requires 7 to 10 days, minimum -- plus shipping. **Rush orders will not be guaranteed.**
- You will be charged for incidental expenses such as Fed Ex or UPS shipping or couriers at their rates.
- We will prepare an invoice for you at the completion of your project showing the actual hours logged and any related expenses and applicable taxes; however, when a project entails multiple significant components, we reserve the right to invoice each piece upon completion. We may provide Statements with your invoicing and payment history.
- Changes in the scope of your project may change the price, printer, delivery time, incidental charges, etc. Additions to your project may be quoted and invoiced separately and are not subject to the delivery schedule of the first project.
- We reserve the right to have an incremental payment schedule on DESIGN TIME, including a deposit to start of 1/3 the estimated hours, 1/3 at time of proofing (or some other measurable point) and the final third at time of delivery.
- Clients must accept delivery and pay our invoice on any finished print job for which they have paid a deposit and/or signed the final printers proof or Anvil Graphics Proof Approval. To expedite work, proofing approval may take the form of drafts which can be faxed, actual samples, or e-mail messages or PDF digital signatures.
- Cancellation: In the event of the cancellation of any project, a cancellation fee will be paid by the client equal to the hours expended up to the notice of cancellation, plus any expenses incurred or in progress. Any client deposit paid will be applied to the total. Anvil Graphics will refund excess monies as appropriate.



- Expenses such as photography or other third-party company services which have an expense over \$200.00 may be invoiced at time of purchase and due on a NET 10 basis.
  - You will be charged in accordance with what the printers or other third party providers charge us... even if it is over budget and over estimate. We will do our best to keep surprises to a minimum by communicating early with you and working closely with any other service providers. We do not allow other service providers to do major design work on our projects at their typically much higher shop rates.
  - It is common trade custom in the printing industry to allow overs or unders of (+/-) 10%. Many projects will be charged per piece, so if the printer delivers +10% on an order you may be invoiced for the additional pieces. This would most likely apply to boxes, folders, booklets, and similar projects. Likewise, the printer may deliver slightly less than you expected.
  - We charge fairly using a computer-based time card which tracks hours worked (and paused time) and adds in all third-party expenses. We will print your project time card upon request.
  - Anvil Graphics will retain ownership of all tangible materials we create in the course of designing for your print, Internet, or exhibit project. Clients are entitled to specific usage rights for the purpose of reproduction or posting on the Internet. We provide logos on CD. On photography, Anvil Graphics will own the copyright for all photos, they are used on your project by permission for a small fee.
  - Anvil Graphics uses modern computer hardware and up-to-date software. We do regular preventative maintenance on all our systems. That said, we will not be responsible for missed deadlines or lost files due to catastrophic system failures, power outages, fire, theft of our equipment, etc. In the unlikely event of any of this happening, we will attempt to outsource your project to see a successful and timely completion. Likewise, we will not be held responsible for similar incidents by third-party providers such as print companies or internet service providers.
  - Anvil Graphics will apply the Standard Terms and Conditions for Designer/Client Relationships as established by the American Institute of Graphic Arts in the resolution of any dispute. On print work, the Trade Customs of the Printing Industries of America, Inc. will apply to all projects. We may use the services of NFIB to mediate disputes. Any legal proceedings will be settled in Colorado and under Colorado statutes.
  - **Finally... we are not a bank or loan company.** We strongly feel the health and vitality of our economy is a direct result of every business living up to their financial responsibilities to one another in a timely fashion. You will be given an invoice for all expenses incurred on your project. **Please pay promptly.**
  - Full payment may be required at time of delivery, or on a NET 10 basis. We cannot tolerate delinquent accounts and after 30 days of non-payment your organization will be billed monthly with a \$25.00 re-billing charge. In addition, we will take active measures to collect the amount owed through appropriate legal channels. For your convenience, we now accept payment with major credit cards via PayPal online.
  - If your check is not paid on presentment, you agree to pay a charge of \$20, or any higher amount allowed by law. Our bank may electronically debit or draft your account for this charge. Also, if your check is returned for insufficient or uncollected funds, your check may be electronically re-presented for payment.
  - Incorrect orders must be reported within five business days of delivery.
  - We look forward to working with you on your next project, and applying these policies in a fair and balanced way.
- > Effective 05/20/08 for new projects.