



Craig McDowall
6 Penny Lane, Perryville, MD 21903
www.anvilgraphics.com
970-405-2160 410-656-9727

DESIGN RATES & POLICIES

Non-Profit Organizations... \$60.00 / hour

Commercial Business ... \$67.50 / hour

We invoice on a NET 12 basis • Please pay promptly.

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.

• **All print jobs require a signed Proof Approval before they can be sent for publishing of any kind by any means. We do not make any exceptions to this policy.** To expedite work, your proofing approval can be done by digitally signing your PDF approval sheet and returning, scanning your approval sheet and returning, or by providing a clearly worded e-mail message stating your approval.

• 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 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 approval (or some other measurable point) and the final third at time of delivery.

• 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 or e-mail your project time card upon request.

• If we are more than 15% over our written DESIGN time estimate, we will charge additional time (above the 15%) at the rate of \$35.00/ hour to complete your project successfully. This does not apply to time overage which is a result of your revisions and suggestions. Web site technical difficulties may require additional charges.

• Clients accept sole responsibility for any CONTENT mistakes or omissions on any project for which they have signed an Anvil Graphics Proof Approval or otherwise approved the printing or publishing. Incorrect orders must be reported within three business days of delivery. Please proofread the proofs we provide carefully.

• **Rush orders will not be guaranteed and may incur extra charges.**

• We may require a 50% deposit on the estimated cost of your PRINTING at the time of the final approval to print. Once approved, allow 7 to 12 business days for most printing projects. We will provide a receipt for your deposit payment.

• A 70% deposit may be required on all trade show displays and large format printing. Print production time is 5-7 days. Banner stands take 3 to 4 days to complete. Display hardware requires 10 to 14 days, minimum -- plus shipping.

• You will be charged for incidental expenses such as Fed Ex or UPS shipping or couriers at their actual cost (we do not mark-up shipping or charge handling fees).

• 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 detailing your invoice 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.

• 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 and / or Work Request. It's YOUR project.

• 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, video or other third-party vendor 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 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. If you need an exact number, we would want to order 10% more to guarantee your final quantity.

• Usage rights of any/all/or part of our creative work, images (whether created as original or manipulated), illustrations, concepts, text/copy, photos, etc. are contingent upon payment in full and is subject to our terms and conditions unless otherwise specified in writing. Payment in Full is required before ANY copyright transfer or ownership/assignment/usage rights will be allowed or granted!

• 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 licensing rights for the purpose of print reproduction or posting on the Internet. We provide final logos and identity systems on CD or electronically, and transfer full copyright privileges for those items to our clients. Clients who request copies of their digital files will be provided with the final print version, or the last editable version, plus any final version supporting files. Native, original files and all digital files remain the sole property of Anvil Graphics as these contain our proprietary design concepts.

• Anvil Graphics will own the copyright for all custom photos, they are used on your project by permission for a small fee (and the cost of the photo session). The use of a third-party photographer may change the ownership and copyright privileges associated with those photos. These things are negotiable. All photos will be credited when appropriate.

• Anvil Graphics uses modern computer hardware and up-to-date software. We do regular preventative maintenance on all our systems and back up digital files daily. That said, we will not be responsible for missed deadlines or lost files due to catastrophic system failures, power outages, internet outages or loss of connections, fire, theft of our equipment, computer virus, 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 can not be held responsible for similar incidents by third-party providers such as print companies or internet service providers. We can not be held responsible for weather related delays, airport closures, or other shipping delays beyond our control.

• 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. We may use the services of outside agencies to mediate any disputes. Any legal proceedings must be settled in Maryland under Maryland law.

• **Finally... we are not a bank or loan company. Please pay promptly.** 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 postmark payments by the due date on the invoice. We reserve the right to ask for full payment at time of shipping or delivery.

• We cannot tolerate delinquent accounts and after 30 days of non-payment your organization will be billed monthly with a \$20.00 re-billing charge. In addition, we will take active measures to collect the amount owed through appropriate legal channels, and our delinquent clients will be held responsible for legal or collection fees incurred by Anvil Graphics.

• For your convenience, we accept payment with major credit cards via PayPal online through our web site. PayPal payments may show as a "donation".

• If your check is not paid on presentment, you agree to pay a charge of \$25, or any higher amount allowed by law or charged by our bank. Our bank may electronically debit or draft your account for this charge. If your check is returned for insufficient or uncollected funds, your check may be electronically re-presented for payment.

• We look forward to working with you on your next project, and applying these policies in a fair and balanced way.

October 16, 2014