



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

Toll Free 877-356-5870 • (970) 356-5870 • 4722 W. 6th Street Rd. • Greeley, CO 80634

DESIGN RATES & POLICIES

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

Commercial Business ... \$67.50 / hour

We invoice on a NET 10 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 printing of any kind by any means. We do not make any exceptions to this policy.** To expedite work, proofing approval may take the form of drafts which can be faxed, actual samples, clearly worded e-mail messages or PDF digital signatures.
- 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 proofing (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 FAX or email 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 \$45.00/ hour to complete your project successfully. This does not apply to changes, revisions or time over-runs at your request. 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. Incorrect orders must be reported within three business days of delivery.
- 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 and 14 business days for most printing projects. **Rush orders will not be guaranteed, and rush orders may have extra charges.**
- A 70% deposit may be required on all trade show displays and large format printing. Print production time is 5-7 days. Display hardware requires 10 to 14 days, minimum -- plus shipping. **Rush orders will not be guaranteed and may incur extra charges.**
- 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 have handling charges).
- 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.



- 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 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.
- 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 final logos on CD, with no copyright whatsoever. 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 linked files.
- 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 an outside photographer may change the ownership and copyright privileges.
- 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. We can not be held responsible for weather related delays, or other shipping delays.
- 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 outside agencies to mediate disputes. Any legal proceedings must be settled in Colorado and under Colorado statutes.
- **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. Full payment may be required 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. For your convenience, we accept payment with major credit cards via PayPal online through our web site.
- 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.
- We look forward to working with you on your next project, and applying these policies in a fair and balanced way.