

## **Graphic Design: Rates & Terms**

Dawn Evans D.B.A. AZ Art Girl provides professional, custom graphic design, web site design and printing products specifically focused toward our client's target market. For an estimate on your project, call 602-507-9824 during business hours, 9am - 5pm, M - F. A cost estimate/proposal for the project, based on the hourly rate, contingency costs and expenses will be submitted within 3 business days of the date that the initial consultation and/or project specs are finalized.

### **Basic Design Rate**

The basic hourly rate applies to design and development work. Although the subjective nature of design does not permit firm quotes, a written estimate of projected project costs can be provided on request. Recognizing the need for budget control, verbal or written reports will be provided as the project progresses. Billable time on design projects includes all time spent directly on the project, including: project research and development, client consultations, design work, revisions, proof output, coordinating with sub-contractors, and communications (phone, e-mail, and in person). Billable time may also include travel time to client's location or other location associated with the job, as required. Contact us for our current hourly design rates.

### **Contingency Costs**

Contingency costs cover elements of the project not covered by the contract and may include:

- \* Rush charges for projects with quick deadlines
- \* Charges for delayed payment (See payment terms)
- \* Charges for changes to the project outside the parameters agreed upon

### **Expenses**

Expenses are incurred when the project requires use of materials or vendors other than design work performed by Dawn Evans. Expenses may include:

- \* Printing, color proofs, film and other pre-press production items
- \* Photography sessions and film development
- \* Stock Photo and/or Clip art purchases specifically related to the project
- \* Font purchases specifically related to the project
- \* Paper purchases (usually included in printing costs)
- \* Print coordination fees and job pickup/delivery costs
- \* Web Site Hosting & Domain Name Registration fees
- \* Sub-contracting, other vendor costs & Project Management Fees

### **Billing & Payment Terms**

50% of estimated graphic design and contingency costs are due upon beginning a project and/or contract signing unless the project is small or of short duration (determined at initial consultation). Payment must be made before any work is started on a project. Dawn Evans reserves the right to invoice client at any time if project extends beyond projected completion date, or if the number of billable hours on the project exceeds the estimated project time. 100% of printing costs must be paid prior to submitting the project to print.

All invoices are due and payable upon receipt and must be paid UPON COMPLETION of project, unless otherwise specified in the contract. If alternative payment is used a penalty for late payment will be assessed as follows: 1.5% of unpaid balance per bill cycle. Upon receipt of payment your site files will be placed on your domain or files containing graphics will be e-mailed to you. Files will also be available for download, an e-mail will be sent with directions and the web address for downloading.

**Payment Methods**

Invoices may be paid by credit card (Visa, Mastercard, Discover, American Express), via PayPal , PayPal account,. If you provide Dawn Evans your credit card information, you authorize Dawn Evans, to automatically charge your credit card for charges that apply to your account. You are responsible for keeping your credit card information with Dawn Evans, current in regards to billing address changes or credit card number change or credit card expiration date changes. A \$65 fee will be assessed for all reversed charges.

**Project Cancellation**

Should client or designer stop the project at any time during the development period, designer will invoice for work completed up to the point of termination. Cancellation fees may apply as determined by Dawn Evans.

**Production Schedules**

Production schedules will be established and adhered to by both Client and the Dawn Evans, provided that neither shall incur any liability, penalty or additional cost due to delays caused by a state of war, riot, civil disorder, fire, labor trouble or strike, accidents, energy failure, equipment breakdown, delays in shipment by suppliers or carriers, action of government or civil authority, and acts of God or other causes beyond the control of the Client or the Dawn Evans. Where production schedules are not adhered to by the Client, final delivery date or dates will be adjusted accordingly.

I have read and accept the above Service Rates & Terms:

Signature\_\_\_\_\_ Date\_\_\_\_\_

Print Name\_\_\_\_\_

Company\_\_\_\_\_