

## **Fee Schedule**

All head hour fees exclude GST.

### **Creative Direction and Concept Development**

Our internal concept development fees are determined on the basis of the time involved with our Creative Director recording on a daily time sheet the time devoted to each project. This recording of time applies to ideas, artwork and illustrations produced in our Studio.

Rate: \$200 per hour.

### **Consulting and Strategy**

Our consulting and strategy fees cover research, strategic recommendations, document writing, briefings, meeting times, and preparation of presentations. Charges are based on head hours.

Rate: \$200 per hour.

### **Account Management**

Our account service team are involved in developing and executing campaigns. This involves estimating campaigns/jobs, internal administration, briefing and managing the Studio, briefing suppliers, developing media plans, and attending client meetings. Charges are based on head hours.

Rate: \$150 per hour.

### **Art Direction, Design and Typesetting**

Our internal art charges are determined on the basis of the time involved, each designer recording on a daily time sheet the time devoted to each project. This recording of time applies to design, artwork and illustrations produced in our Studio. Photography supervision by the Art Director, or photography by the designers is charged at an hourly rate also.

Rate: \$150 per hour.

### **Copywriting**

Our internal copywriting charges (for press, web, radio, television and printed material) are determined on the basis of the time involved. Each copywriter records on time sheets the time devoted to the job concerned.

Rate: \$150 per hour.

### **Television, Radio and Print Production**

Television commercials, sound recordings, press campaigns and all print production, are charged on the basis of outgoing costs plus normal commissions and creative time, at the agreed rates. Supervision of television and radio production by the agency is charged at an hourly rate.

Rate: \$150 per hour.

### **Artwork Archiving & Downloading/Dispatching**

All artwork is archived at the agency and held for a 24 month period at no charge to the client. While every effort is made by the agency to ensure that artwork is safely stored, no responsibility is accepted for the loss or damage of any material held by the agency. Searching of archived material and downloading represents a cost to the agency in terms of labour and overhead, and is charged to the client at an hourly rate.

Rate: \$55.00 per hour.

# **Terms and Conditions**

## **1. Service Fee Structure**

CampaignMakers expects to be remunerated for the time spent on account administration and consultancy services. These charges are offered by way of negotiation prior to appointment and are bound by contract. The agency policy is to offer clients the flexibility to choose the style of billing that suits them best. The fees are typically based on, but not restricted to, supplier commissions, margins, percentage-based service fees, percentage-based project management fees, hourly rates, or any combination of these items.

The agency remuneration also includes an hourly rate applicable to time spent and work carried out on a task briefed by the client. All fees exclude GST. Hours are billed as per staff timesheets, which are accessible at request.

All Account Management activities include:

- Day-to-day servicing and management of your account
- Attendance at client meetings and briefing sessions
- Preparation of contact reports from meetings
- Budgets and expenditure reports
- Document and artwork review, and briefing the Studio
- Management and co-ordination of production and media

All Media Services include:

- Negotiations with media on rates, etc
- Media planning and the supply of monthly schedules
- Issuing of instructions to all media
- Supplying material to media before deadline
- Post-analysis of media plans
- Checking positioning of all advertising placed

All Accounting Services include:

- Checking the accuracy of suppliers and media invoices.
- Preparation of monthly accounts

Press and Print Production Services include:

- Sourcing quotes from external suppliers
- Estimating costs for design, artwork and print jobs
- Preparation of monthly accounts

## **2. Quotations/Cost Estimates**

Quotations will be provided on request. All prices quoted are for acceptance within 30 days. Quotations are based on the current costs of production and are subject to amendment if not accepted within 30 days from date of quote. Cost estimates are subject to variation within reasonable parameters. Such variations will be detailed in writing by CampaignMakers.

## **3. Acceptance**

Acceptance of a CampaignMakers quotation or cost estimate is an acceptance of these Terms & Conditions, unless otherwise expressly agreed in writing by CampaignMakers.

## **4. Deliver, Billing & Payment**

a). Unless otherwise agreed, payment shall become due and payable 14 days from date of invoice, or as otherwise specifically indicated in writing by CampaignMakers.

b). The frequency and timing of billing specified in the submission, quotation or cost estimate provided will apply.

c). The client is liable to compensate CampaignMakers, and reimburse it for any expenses reasonably incurred in recovering or attempting to recover overdue accounts.

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## **5. Disbursements**

Unless otherwise specified, proofs, couriers, transport, telephone calls, facsimiles, photocopies and other legitimate disbursements may be charged in addition to professional fees and costs. All print and advertising jobs are charged a fee of \$20.00 ex GST for colour print-outs.

## **6. Sample of Work**

All preliminary work and/or work produced in the form of visuals or concepts at the client's request will be charged to the client's account unless otherwise agreed to before the work is commenced.

## **7. Clients' Instructions**

Once accepted by the client, CampaignMakers written quotation or estimate shall be deemed to interpret correctly the client's instructions, whether written or verbal. Where verbal instructions only are received from the client, CampaignMakers shall not be responsible for errors or omissions due to oversight or misinterpretation of those instructions.

## **8. Company's Property & Material Supplied By Clients & Ownership**

a). The client's property and all property and material supplied to CampaignMakers by or on behalf of the client (including goods in transit) will be held at the clients risk. CampaignMakers accepts no liability whatsoever for loss of or damage to such property or material, unless agreed by CampaignMakers in writing. Unless otherwise agreed in writing, CampaignMakers accepts no responsibility for the insurance of such property or material.

b). All video materials, sound recordings, tapes, illustrations, artwork, photographic negatives, prints, transparencies and all other materials used in the creation of commercials, advertisements or printed materials remain the exclusive property of CampaignMakers until the invoice relating to that property is paid.

## **9. Authors' Amendments**

Author's or client requested changes to artwork on any semi-completed or completed item, may incur an additional fee.

## **10. Additional Charges**

An additional charge may apply when a project is required in a time frame less than that specified in the proposal submitted to the client by CampaignMakers, or when essential materials or approvals are not received by CampaignMakers by the mutually agreed time and/or date.

## **11. Termination Of Contract**

Either the client or the agency can terminate this appointment by written notification. As is customary in the industry, three months' notice is required, unless a shorter period is mutually agreed upon. The agency will receive fees during this termination period for all radio and television bookings, and beyond this period for any print insertions having deadlines during this same period.

At the point of termination and after the payment of its accounts, the agency will return to the client all creative material, including layouts, artwork, tapes, films, etc. and the Media Department will hand over to the new agency all current media contracts.

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