



Billing Policy

In an effort to keep our fees as low as possible, Design Tank has implemented the following billing policies. to keep our cash flow predictable while greatly reducing paperwork and eliminating worries about collecting overdue fees.

We think you will agree that this is the fairest billing policy to both Design Tank and our clients as it allows us to devote our energies to working on creative projects instead of collecting fees.

Fees

A list of our professional fees, with a description of the services we offer, is on the reverse side. These fees are used to estimate the total cost for each project.

Project Estimates

Normally, clients will receive a detailed project estimate, based on our professional fees, within 48 hours of their request or after completing and submitting a *Project Description Worksheet*. Complex jobs, like web sites and event publications, may require up to two weeks for a proposal estimate to be prepared.

Project Schedules

Projects are scheduled after approval of the project estimate by a client and our receipt of required deposits.

Deposits/Retainers

Work will begin on all projects when a deposit for 50% of the estimated total cost has been received by Design Tank. Deliveries of completed printing jobs are COD unless a credit application has been received and approved by Design Tank and/or payment terms have been arranged. Corporate Purchase Orders are required instead of a deposit for clients who have established credit.

Billing

A deposit of 50% of all estimated charges is due before Design Tank can begin working on any project; 25% of the project's estimated total is due when production begins (for printed jobs, this is usually when final proofs have been approved and production film is ordered); the final balance is due when a project is delivered or shipped to the client.

Ways to Reduce Project Fees and Costs

Some jobs begin with a clients hand-written notes and rough ideas, and this is absolutely fine. However, text that is used in any project, from business cards to web sites, needs to be typeset, and photos need to be scanned and optimized. We will happily take care of these services for you, but both processes take time and will add to the cost of any project. Our fees are already low, so to help reduce your overall costs, it sometimes helps for clients with the necessary skills and equipment to:

- ▶ Write, typeset, spell-check and format project text in compatible formats before submitting to Design Tank for inclusion in your project. Visit our website for a current list of acceptable formats.
- ▶ Scan and correct photos (*Please consult with us first as to proper resolutions and techniques*).
- ▶ Review and approve initial proofs online at Design Tank's web site or via e-mail with the most current version of Adobe® Acrobat Reader utility, available as a free download at www.adobe.com.
- ▶ Come to Design Tank for meetings, and pick up proofs and final printed jobs here instead of having us deliver them to you.
- ▶ Make all necessary decisions before approving work to begin. Change orders **always** increase costs.
- ▶ Thoroughly review proofs *before* returning. Many rounds of revisions and proofs increase costs.
- ▶ Deposit 100% of your job's estimated cost as a retainer and your final invoice will be discounted 5%. Trust us, we are **much** more interested in designing than bill collecting!
- ▶ Ask us about ways your production costs can be lowered. Sometimes allowing an extra week for printing, or using an alternate paper can make a very big difference in the bottom line.

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Professional Services and Fees

Creative Services

Consultation; In house	Consultation in person or by telephone.	\$75 Hour
Consultation; Client location	Consultation at client's location, etc.	\$100 Hour + cost
Graphic Design	Designing and developing creative concepts.	\$125 Hour
Art Direction	Overseeing and directing illustrators, photographers, typesetters, etc.	\$125 Hour
Typesetting	Keyboarding text.	\$40 Hour
OCR Text	Scanning and converting preprinted text.	\$10 Page
Digital Text Conversion	Converting text from e-mail, disk, etc.	\$10 Document
Text Formatting	Formatting text for consistency and established style.	\$40 Hour
Text Editing	Editing text for grammar and punctuation.	\$50 Hour
Proofreading	Reviewing text for style, spelling and grammatical errors.	\$50 Hour
Art Research	Researching and selecting clip art, stock photography, etc. from our libraries	\$50 Hour
Art & Graphics	Clip art, stock photography, etc. (costs associated with attainment and usage)	Varies
Art Scan - Bitmap	Scanning and optimizing black and white art.	\$10 Each
Art Scan - Grayscale	Scanning and optimizing grayscale art.	\$10 Each
Art Scan - RGB/CMYK	Scanning and optimizing color art.	\$15 Each
Illustrator Design	Design and creation of original art in vector format.	\$100 Hour
PhotoShop Design	Design and creation of original art in bitmap format, as well as photo retouching.	\$100 Hour
Layout - Quark/PageMaker/InDesign	Implementing formatted text, graphics and design concepts into layouts.	\$100 Hour
Clients Edits/Revisions	Revising and altering client's previously submitted and implemented text.	\$100 Hour

Artwork Services

Laser/Epson RIP	Processing of complex artwork for printing on laser/Epson printers.	\$10 Each
Laser Prints	Prints/proofs from high-resolution laser printer.	\$1.25 Each
Epson Print - Letter and smaller	Color prints/proofs from Epson 3000, Up to 8.5"x11"	\$7 Page
Epson Print - Large	Color prints/proofs from Epson 3000, Up to 13" x 19"	\$15 Page
Epson Print - Banner	Banner printouts from Epson 3000.	\$12.50 Square Foot
Signs/Displays	Mounting of printouts on foam board for signs/displays.	\$10 Square Foot
Production Artwork Preparation	Preparation of design for film artwork output.	\$75 Hour
Production Artwork	Film negative or camera-ready artwork for print production.	Cost + 20%

Print Production Services

Print Production Management	Management of production of final film artwork by Service Bureau, Client's approval of artwork, Paper or other substrate procurement, and consultation and management of outside Printer/Die cutter/Foil stamper/Embosser/Bindery, etc.	\$30 Hour
Paper/Substrate	Paper or other substrate costs necessary for production of jobs.	Cost + 20%
Commercial Printing	Outside vendor charges for Printing services.	Cost + 20%
Dies/Die Cutting	Outside vendor charges for Dies and Die cutting.	Cost + 20%
Foil Stamping/Embossing	Outside vendor charges for Foil Stamping and/or Embossing.	Cost + 20%
Bindery	Outside vendor charges for Bindery services.	Cost + 20%
Photocopies	Black & white and color copies.	Cost + 20%

Messenger and Delivery Services

Messenger - Project	In-house messenger service to client (Up to 20 miles).	\$15 Delivery
Messenger (Outside)	Outside vendor charges for messenger service.	Cost + 20%
Shipping Preparation	Any packaging of projects for shipment via USPS, UPS, FedEx, etc.	\$10 Shipment
Shipping	USPS, UPS, FedEx or any other shipping costs.	Cost + 20%
Pick Ups/Delivery	Delivery to or pick up from client of proofs, completed jobs, etc. (Up to 20 miles).	\$15 Delivery

Miscellaneous Services

Transfer Media	ZIP disks, CDs, etc.	\$10 Each
Facsimiles	Telephone charges for faxes.	Toll charges
Archive Research	Research of archived project on CD-ROM.	\$10 Each Job
Project archival and storage	Archival of project files (these are retained for Design Tank use only).	\$.10 Megabyte
Parking	Parking for client meetings, photo shoots, etc.	Cost
Mileage	Time in transit and miles driven to and from client's location for consultation, etc.	\$50 Hr. + \$.35 mile
Electronic File Transfer	Digital transfer of computer file to client, service bureau, etc.	\$10 Per document