



811 S. Central Expwy, Suite 444 Richardson, Texas 75080

972.599.2131 :: Creative Graphics
214.764.0975 Fax :: Advertising Services
:: Printing Services
:: Web Design & Development
www.igwow.com :: Promotions
ig@igwow.com :: Signage

Pricing & Payment Policies

We Deliver Your Message To Your Market From the 1st Look with a WOW

Because we are talented and trained professionals, our work does not come cheap. But please do not confuse cost with value. Perhaps it is a cliché to say that you get what you pay for, but that doesn't make it any less true. **When you contract for graphic design, most of what you end up paying for is time.** And most design time is execution-dependant in nature i.e., "working things out." This process does not vary greatly from individual to individual, or from firm to firm. In a service business, there are few economies of scale or shortcuts. **The result is that the difference between inexpensive and expensive design is in the value of time expended.** This is a direct function of how much talent, training, and experience it encompasses. Viewed from the bottom-line perspective, **a small additional investment in design quality produces a WOW that is sure to warm the heart of even the toughest comptroller.**

Our business is constantly changing, mostly because of more powerful computers and software which, unfortunately, they don't lower costs. Any new efficiencies or time savings are more than exceeded by the costs of keeping up with new technology. **Better computers and software also don't make good design any easier. Design is, as it always has been, a business of problem solving. And machines don't solve problems. (It is not the piano that makes great music; it is the person sitting at the piano.)**

Our Charges:

Our invoices are based on the time we invest in a project. Currently we bill our time at \$45 - \$150 per hour (depending on the type of work); about 15% below what other firms of our quality and experience charge. Project costs range from as low as a couple hundred dollars, up to tens of thousands, depending on our clients' needs, scale of project, and budgets. We always provide a detailed proposal and estimate for approval before beginning. We adhere to our estimates unless project specifications change.

Consultation:

It is our duty to provide our clients with all necessary advice and suggestions for their projects. We provide **FREE consultation on the first meeting for each project.** For cases in which the client is seeking only the consultation and advice for planning future projects, and if the client proceeds with his project with another firm; we will charge **\$85/hour for consultation (minimum one hour).**

Research & Preparation:

It is a part of our job to do the necessary research and studies for certain issues related to your project; whether in-house or in the field. In our estimates we consider this time as working hours and we calculate **\$.45/hour (minimum 2 hours) for this preparation.** Due to computers and the "internet age"; some

clients may imagine that our job is completed by a simple click of a button. But in fact we spend many hours learning about your competition, finding the right image, and to acquiring the right options and solutions to reach your market.

Graphic Design:

From primary design ideas, layout, proofs to final designs and artwork. It is composed of all the creative work we provide to reach the final image for your project. **Our design fees are \$125/hour** which matches our experience and to keeps us up to date with all the changes within the image creation industry.

Illustration:

Intra-Graphics has an extensive library of royalty free **clip art and illustrations.** All clip art and illustration used from our library are FREE to our clients. When ever we don't have what our client's projects illustration needs in our library, or when ever client asks to use certain graphics or illustrations for his project, it will be our pleasure to provide all of the requested graphics and illustration. **Our illustration fees are \$125/hour. (Minimum 2 hours)**

Photography:

We do photography in house and in the field, using conventional film, and digital cameras. Photography fees are **\$85/hour in house (minimum 2 hours), and \$125/hour in location (minimum 4 hours).** Film, film processing and printing are billed to the client plus 15% IG markup.

Copy Writing and Technical Writing:

A majority of the writing for ads, brochures, flyers, and web sites is done in house, and **we charge \$85/hour.** For some projects it is necessary to hire professionals, or specialized, or technical writers whose hourly rates varies from \$55 to \$185/hour. Intra-Graphics will bill the client with the hired writer fees plus IG 15% markup.

Stock Photos and Images:

Intra-Graphics' library of royalty free **stock photos** has been growing through the purchasing of photo CD's and the subscription with stock photo agencies. We charge **\$10 for every photo used from our library.** Whenever we don't have our clients project's need in our library, or when a client asks to use certain images or photos for his project, we, can recommend photo sources to our clients, and with their permission purchase it for their project use. The Client will be billed the cost plus 15% IG markup.



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Photo Scanning and Enhancing:

Sometimes, our clients provide catalogs from their vendors or e-mail us images of their businesses and products to use in their projects. Every photo and image takes of our time to scan, clean, crop and prepare. Pictures have to be in the right colors, shape and quality to be used for printing or on the internet. This service and time has a value and we charge \$10/photo for scanning, \$85/hour for image touch-up and enhancing.

IG Markup:

Similar to any successful advertising, marketing and graphic design studio, for some jobs and projects we must hire professionals such as photographers, illustrators, and writers. We buy materials like paper, plastic, or glass. We out-source services like photo enlargement, color proofs or couriers. We buy media such as newspapers ads, TV commercials or billboards. We sometimes need to make long distance calls, travel, or seek out of town accommodations. In all the above cases, and any others which involve or relate to our clients' projects, we will bill our clients with all the costs occurred, plus 15% markup to cover our expenses.

Shipping and Handling:

To receive your final product at your desired location we need to ship it to you directly from our vendors, or from our offices to your location, we hire shipping companies like UPS or couriers to do this job. Intra-Graphics will bill the client with the hired shipping company fees, plus an IG 15% markup. This includes charges incurred from overnight or other "rushed-order" charges.

\$55.00 Minimum Charges:

All the small jobs and client requests, like new design modifications, checking for certain information, transferring files or any other work which require only an hour or less of our time will be charged for \$55.

Down Payment:

All jobs in the amount of \$250.00 or less must be paid at the time of placing the order

For jobs over the amount of \$250.00, 50% of estimate cost is due prior to beginning work on the specified project and the entire remaining amount is due upon delivery.

Credit Cards:

We accept all credit cards as a way for payment. All applicants of an IG credit line are required to have a credit card on-file. The credit card will be charged in the event of

non-payment. Charges to the credit card begin after 90 days of non- payment.

Late Payments Fees:

(For Credit Line applicants only, applicable only after a Credit Line has been approved)

All IG invoices should be paid on time, in accordance to the credit line contract. Following up the delayed payments needs time, efforts and cost. In these cases the Client will be responsible for paying the following late payment fees regardless of the delayed payment dollar value:

Table with 2 columns: Days over due, Fee amount. Rows: 10 Days over due \$25, 30 Days over due \$55, 60 Days over due \$95

After 90 Days Over Due:

When an account reaches over 90 days due to non-payment related to insufficient funds or canceled credit cards, our attorneys will file the case with a small claims court in Richardson TX. All Intra-Graphics court and lawyer fees incurred from this process will be paid by the client.

Termination Fee:

50% of the paid estimate will be lost if client decides to cancel their project after Intra-Graphics starts working on it.

Urgent Orders and Overtime:

Minimum turn-around time is dependent upon the Client's prompt return of policies, estimates and down payment (no initial payment required by IG credit holders), this also includes prompt response to all project proofs. Intra-Graphics will give a reasonable completion time line for Client projects. Requesting orders to be completed before the proposed date is considered a rush order. All requests for rush orders are dependant upon projects scheduled. Fees quoted are based on work performed during the course of regular working hours (based on a 40 hour work week). Overtime, rush, holiday, and weekend work necessitated by Client's directive is billed in addition to the fees quoted (25% extra).