

'VISIBILITY' MODUS OPERANDI 2010-2011

How it all works

1. You visit www.theadvertisingshop.com to see our fabulous 'visibility' designs and decide which product/s you want, from stationery to a leaflet or mini-brochure, ads to postcards or a brand new website. On reading about the costs and checking out the designs, you re-read it to make sure you're not seeing things - and realise we can make a big difference to your business for minimal outlay.
2. You choose your favourite design. Worried that the finished article might look like another company's? Fear not. Once we've altered colours, fonts, images, headlines and text to your specifications, your design will be individual, expensive-looking and unique. Want to order one or more 'visibility' packages but need some other stuff that's not offered on the list? No problem: although they can't be seen or ordered online, logo designs, image searches/manipulation and all sorts of other creative services in different shapes, sizes and quantities are available via our 'bespoke' service and can be designed to match. Please call us for 'bespoke' details and estimates.
3. Make an order online and, as directed, send us your logo and pics. These offers assume that you email them in high res format and include up to an hour (including time spent on emails and phone calls) implementing one set of amendments sent by you at the same time. If you don't have perfect high resolution images just ask us to search for the perfect photographs or illustrations for your company.
4. You'll receive an automated confirmation of your order and after a day or two (while we check that your files are suitable) we'll call you to take full payment for you order as well as fees for extras you request.
5. We'll then email you an uncomplicated Briefing Questionnaire, which your assigned copywriter will use to devise headlines and text while a designer tailors your artwork.
6. You can look forward to an emailed proof to check about a week later and you have two weeks from receipt to ask for amendments (such as word, picture or colour changes but not rewrites or new designs), after which we'll assume you're happy with what we've done. Any later changes or revisions based on new information supplied by you will be chargeable.
7. We'll tweak and hone the artwork and copy so it's just how you want it, then email it to you and ask you to check it with a fine toothcomb and sign it off to say you're satisfied. As soon as you've done that we'll release it to a printer or publisher in high res format. If requested to, we'll also negotiate and book media space on your behalf or set up and host your website if we've written, designed and build it.
8. THE ADVERTISING SHOP will normally store emails and electronic files for a year after we last hear from you before we erase them from our system.

The financial bits

Please note that all costs given are net and subject to VAT at 17.5%

All prices are subject to VAT and valid in 2010/11 and until published on our website thereafter for these 'visibility' products only - all customisable designs, details and terms are on our website. If needed, postage and packing is extra - please call us for a price.

THE ADVERTISING SHOP charges £60 per hour per designer or copywriter if any of your 'visibility' projects require additional work over and above that stipulated as part of the offers you choose. We include an hour of amendments (given to us in one set) free of charge for all packages; further amendments are chargeable at the normal hourly rate.

'visibility' prices assume that you can supply all logos, photos and other info we need in useable form (i.e. at the correct resolution – normally 300 dpi, or as eps files) for the size they need to be printed, without delay. If you ask us to re-create them (or carry out any other unforeseen but essential work to get your job out on time) it can add a couple of hours to the job, which will be added to your initial bill.

If you don't already have appropriate digital pics for your literature or website we'll be happy to carry out a search for suitable stock images for you via picture libraries, at £75 each including the rights to use them in your work. Prices quoted do not cover the costs of the rights to use the photographs or illustrations used for demonstration purposes on our site. Neither do we include image manipulation of photographs supplied by you or found by us to change colours, brightness or achieve special effects etc.

Payment terms

All 'visibility' clients must pay 100% of the published cost before we will start work, plus any extras as requested. If you ask for additional services as we progress, we will ask for payment for these immediately. These extras include things like photo manipulation (to change colours, sizes, resolution, re-touching, cut outs etc); telephone consultations requested by you to talk about your project in more depth; amendments that are given after the first set have been done, or that take longer than the free included hour; and the costs of picture searches and more stock images if requested.

How you can pay

We take debit or credit card payments in person or over the phone, though we have to levy a 2.5% surcharge if you use a credit card to cover the bank's exorbitant fees, and 3% for Amex. You can also pay by cheque. We never offer credit facilities.

If you ask us to book media insertions for your 'visibility' ads to run over a period more than six months you'll need to set up a standing order for media payments to our bank account so we don't have to keep chasing you for money every week or month. That's just too stressful, boring and time-consuming for all parties, especially when your deadline's looming.

We reserve the right to make a 50% surcharge for a 48-hour turnaround or sooner.

Cancellation policy

Basically, as soon as you've paid we'll schedule in your work immediately and plan resources, so we will only refund 50% of the artwork fee if you change your mind and decide not to go ahead. That being a given, it's your prerogative to cancel a job at any stage, though you'll still have to pay for work that's already been done, even if we haven't yet presented it to you – and sometimes that means we'll have completed the artwork, even if you don't proceed with production for any reason whatsoever. Once it's gone to print you're liable for all payment and no refund can be given under any circumstances.

Copyright

Just to be clear, copyright of all **'visibility'** work we produce for you remains ours. This is standard ad agency practice and means that if you want to re-print some leaflets, for example, or re-run or re-publish our ad or even just words we've written or a design we've created - in any media - you must either book through us (which we prefer) or, if you book space directly, pay us a supply fee of either £60+VAT or 15% of the total media or print costs, whichever is the greater, per one-off insertion in a publication. We'll ask you for proof of the amount you are paying the publisher or printer, and reserve the right to contact them directly before supplying the artwork if you cannot provide this information. When you book media space through us we usually get a better deal for you, a superior position in the publication and, since we receive commission from the publisher we won't charge you a fee for booking, sending, checking and proof reading your ad on your behalf. It's all free. And it's a no-brainer if you ask us. If we do find that copyright has been infringed we will ask you to make the appropriate payment to us immediately and failing this, reluctantly, we will take legal action to recover these fees.

Quality control

We have eagle eyes at THE ADVERTISING SHOP and are proud of our attention to detail. We proof-read everything again and again to make sure that there are no glaring typographical errors, colours are correct, branding guidelines are followed and your logo hasn't slipped off the page.

But you have to do your bit, too, by making sure you're happy with the way your work looks and reads. This is important right from the start but at the end, when we're about to go to print, it's critical. Ultimately it's your call, and in checking and signing off the final proof you take responsibility for any errors, however caused. So please read it carefully, because you'll be confirming that: you're satisfied with what we've written, designed and typeset; that it's honest, true, legal and decent; that everything's included that should be; that names and contact details are accurate and so on. Your email or signature at this stage represents a confirmation that work is complete and is an instruction to print your artwork or launch your website.

Advertisements

Many clients ask THE ADVERTISING SHOP for a clever idea and layout for a generic ad – or suite of ads – that they can roll out as and when it's needed. It's a great money-saving idea. But each publication sells space in different sizes from the next and demands artwork in a different format. So if you ask for our **'big Idea'** package we'll design an advertisement for the newspaper or magazine to your choice in the size you ask for. Then we'll charge an hour's production fee - £60+VAT - to amend it to the right size for each new publication you want to be seen in. And if you ask us to re-run an ad that exactly the same as before in every detail, we charge a £20 admin and supply fee to cover time spent liaising between you and the publisher and booking it in.

Our zero tolerance approach to bad copy

Sometimes clients ask us to do things like change sentences so that they don't read as rightly as what we'd want it to. But – with respect – if you ask THE ADVERTISING SHOP to write something that's grammatically incorrect or just reads badly, we won't let you make us do it. In short, we won't produce work for you that we're not proud of, and if you're our sort of client you wouldn't want it any other way.

The "could you justs"...

Could you just try this out in five different colours? No, actually, I've decided I'd like black and white after all! Could you just see what the headlines look like in capitals? Landscape instead of portrait? And could you just look at these new pictures and re-size them for me? After all, each little request only takes ten minutes. So yes, of course we're happy to do all these things – but each little task takes us time, so if you ask us to do more work, please don't be surprised when the time is mentioned and payment is requested.

Changes to charges and the way we work

These terms and conditions are correct at the time of printing and are valid until further notice. However we reserve the right to change them at any time and without warning. In this case, existing clients will be informed of any changes to terms if and when they ask for or commission new work.

THANKS FOR READING!