



ABOUT MY RATES & TERMS:

I am hired by the hour on all projects and services. Some branding and identity projects start with a flat Creative Fee (does not include hourly time). Estimates and/or proposals can be submitted upon request but in the end, due to possible unknowns, delays, and additions from the client's side I will bill for my total time spent.

RATES & CREATIVE FEE:

Hourly rate: (all services that are performed by W.A.Latocki)
Companies of greater than \$1 million in revenues: \$210 / hour
Less than \$1 million companies, start-ups, and non-profits: \$145 / hour

Creative fee: \$3,500 + my hourly time.
The creative fee is a one-time, non-hourly fee applicable to each branding and identity project, including naming a company or product, developing a corporate identity, publication design/branding, packaging design/branding, web site design/branding.

Photography Fees:

On location - Day rate: \$1250, Half day (min): \$650 + expenses: travel, shipping, rentals, and photographer's assistant, if needed.

TERMS:

New clients:
Advance deposit required which is either the Creative Fee, a stated amount, or 50% deposit of estimate, with balance due upon completion or billed progressively as we proceed for long-term projects.

Active clients:
Net 2 weeks from date of invoice.

Long-term projects:
Long-term projects are billed on an on-going basis such as bi-weekly or as the job proceeds at appropriate increments.

Short-term projects:
Short-term projects are billed upon completion.

Payments:
All invoices are due 2 weeks of invoice date.
Invoices can be paid by check and mailed or paid online by charge card using the secure PayPal service (most any charge card is accepted and a PayPal account is not necessary). Wired and direct-bank deposit payments are also accepted.

Retainer clients:
Retainers are due on or before the first of the month they are covering.

Proofing responsibility:
All proofing of final work is the responsibility of the client. Please proof your work carefully. You are 100% responsible for errors of any kind caused by any party. If you are buying your own printing then always require proofs from your printer and insist that I see them also. I must see and proof the work that I have created for you.

I agree to the above rates, terms & conditions:

X _____

Name: _____

Company _____

Date: _____

PLEASE PRINT THIS PAGE, SIGN, AND RETURN TO ME AT:
William A. Latocki, 166 Orchard Street, Michigan Center, MI 49254 **Thank you!**