

SonoAdvertising

Building enduring brands.
Strategically targeted. Cleverly executed.

Terms & Conditions

As an independent design studio, Sono Advertising maintains a high level of professionalism and customer service to ensure the interests of all parties entering into design work.

The following Terms and Conditions must be read, understood and agreed to before any existing or new design work can begin.

All estimates prepared by Sono Advertising will require electronic sign-off of these terms and conditions prior to any design commencement.

Design Fees

Sono Advertising believes in a transparent fee structure that allows you to thoroughly understand where your money is being spent. Sono believe in keeping you up to date with any additional costs so that there are no surprises on project completion.

Although the subjective nature of design does not permit Sono Advertising to provide a firm cost quotation per project, Sono will provide a written estimate of projected project costs. Sono understands the need for budget control and advise that you specify your budget so that the best design solution for your project can be determined.

Sono Advertising charge on a project basis. All estimates allow for 2 rounds of minor corrections or 1 round of major corrections. Additional alterations will be billed at the current hourly rates^{*}. Estimates exclude any additional expenses which may be incurred during project work.

[^] Hourly rates available upon request.

^{*} Itemised billing available upon request.

Additional expenses

As a guide, additional expenses not covered in the project estimate include the following:

- Copywriting
- Couriers
- Domain registration
- Film and other pre-press production items
- Hard copy proofs
- Press checks
- Printing
- Photography
- Manufacture
- Media placement
- Scanning
- Subcontracting fees
- Travel
- Website hosting etc...

Certain expenses are payable in advance.

Project Amendments

In the event that the client requests project amendments outside the scope of the initial design brief, Sono Advertising reserves the right to review the fee structure and proposed timeframe.

Project Cancellation / Kill Fee

Should the client or Sono Advertising cancel the project at any time during the development period, the client will be invoiced for work up to date or a 50% Kill Fee of the project estimate. (Which ever is greater).

Project Hold

If a project remains in progress or on hold for a period longer than 30 days, a progressive work invoice will be issued for work completed to date.

Intellectual Property & Copyright

Intellectual property of all concepts or design projects remains with Sono Advertising until all payments have been finalised or a release fee has been negotiated. All creative work and concepts not selected by the client remain the property of Sono Advertising. The client is not entitled or authorised to use concepts presented by Sono Advertising and take them to another creative agency or person for further development.

Sono Advertising reserves the right to display projects for promotional purposes and industry competitions.

Design Credit

Sono Advertising will place design credit on artwork where appropriate. This generally applies to press/magazine adverts, brochures, flyers, annual reports and websites. If a client requests that the design credit be removed, a fee of 10% of the total development cost or a fixed fee of \$100.00 will apply (whichever is greater). For websites, the client agrees the design credit must remain for a minimum period of 12 months or charges apply.

Release fees apply where the client requests requests that Sono Advertising remove all association with the design and will be determined per project.

Ownership of Original Artwork

Sono Advertising retains all ownership of original artwork and does not release native files to the client (eg: artwork files, flash files) on project completion. The client will be supplied with a print ready PDF or as otherwise stated on the estimate.

Release fees apply where the client requests the original artwork files and will be determined per project.

Legals

Sono Advertising advises that appropriate actions are taken by the client to ensure their visual identity, brand or trademarks are protected. Likewise Sono Advertising advises trademark or copyright searches are performed by an appropriate legal organisation during the development of your brand or visual identity. If the client chooses to not independently obtain the services of a professional legal entity, the client agrees that Sono Advertising will not be held responsible for any legal infringements or legal costs.

Sono Advertising will use reasonable endeavours to deliver goods or complete services to the client within the time specified but failure to do so by reason of inability by Sono Advertising to obtain good or services due to reasons beyond Sono Advertising's control including war, riot, civil commotion, fire, or acts of nature, Sono Advertising shall not be nor held liable for any losses, damages or expenses whether direct or consequential.

Electronic data storage - digital artwork/scanned images; You will be responsible for costs of any necessary alterations, duplicating corrections or downloads of the above mentioned material. Unless notified within 12 months of the invoice date, we may dispose of any such material.

Print Buyer Terms

Where Sono Advertising is the agreed print buyer, all payment is due in advance prior to production. In line with industry standards, an 18% print management fee will be added to all print costs.

Payment Terms

Sono Advertising payment terms are strictly 7 days (seven) from the date of receipt of invoice unless agreed upon prior to project commencement.

A 30% deposit of the estimate fee is payable upon signing of the work authorisation for projects exceeding \$1000 in total. Projects under \$1000 and estimated to be completed in under 30 days (thirty) are payable on completion. Projects estimated to continue for a period longer than 30 days (thirty) will be billed monthly or according to project milestones.

All late payment fees including subcontractor penalty fees & payment recovery fees will be billed to the client. A late payment fee of 2% applies per 7 days (seven).

Payment Methods

Invoices are payable by direct bank deposit or cash, cheque, money order to made out to 'Sono Advertising'. A \$30 fee will incur to all returned cheques.