

Terms and Conditions

These are the basic policies that every job follows in our agency. Our philosophy, there is nothing more exciting than making a creative contribution to the growth and development of a customer's vision. Success comes with customer satisfaction. Every client comes with their own set of specific needs. We believe in taking the time to listen and visualize what the client has in mind before any part of the production process begins. Customer satisfaction equals success. It's just the way we do business!

1. We strive to provide an accurate good faith estimate.
2. All information included in any estimate and proposal is considered to be proprietary.
3. Client's estimated amount includes up to three proofs (excluding logo design).
 - a. Additional proofs will be billed accordingly.
 - b. Logo designs are unique in that they occasionally require more than three rounds of proofs.
4. 50% Down Payment plus applicable sales tax is required on ALL services. Payment schedule can be negotiated after down payment.
 - a. Balance due upon receipt of product or service rendered.
 - b. Work begins only when deposit has been paid.
 - c. For long term projects, campaigns or multi-faceted jobs, payment schedule may be negotiable.
 - d. Ownership of work is transferred to client upon final payment, unless otherwise negotiated.
5. Final approval of creative elements by client is required before production begins.
6. If revisions occur after any form of media has gone into production per client approval, Client will be charged extra to cover additional production schedules, etc.
7. If Client wishes to make changes, additions, revisions, etc. beyond what has been outlined and agreed upon to a job or project, a Work Change Order must be submitted detailing those changes, additions, revisions, etc. A new estimate may be required at Agency's discretion.
8. Media Guidelines
 - a. 3 month minimum run, excluding newspapers.
 - b. Deposit consists of cost of ad design(s) plus tax and at least 50% of the total cost of run period/contract.
 - c. Remaining balance for media placement costs due in 30 days.
 - d. Agency will:
 - 1). Design an ad(s)
 - 2). Design and place an ad(s)
 - 3). Agency does not perform media placement services without an ad designed by Agency
 - e. Agency does not broker media.
 - f. Projects requiring media placement must be on the work schedule 30 days before the work is due at the publisher. Placement will not be guaranteed.
 - g. After a contract has been signed by Agency with Publisher on Client's behalf, no cancellations will be permitted unless Client pays a contract termination fee.
9. Agency will not accept text messaging to communicate about or discuss projects.
10. Because of production schedules, rush charges may apply to turn around times that are three business days or less.
11. All graphics, photos, content copy, etc. supplied by Client shall be considered permissible for use, and Agency shall be held blameless to the contrary.
12. Completion of a Credit Reference form will be required before any work begins.
13. All purchases made on Client's behalf will be billed to client. Charges for sales tax, insurance, storage, and shipping and handling are additional to the price of each purchase. In the event client purchases materials, services, or any items other than those specified by the Agency, the Agency is not liable for the cost, quality, workmanship, condition, or appearance of such items.
14. All accounts more than 30 days past due will incur an interest penalty of 13% monthly on the overdue balance.

Client must initial on the estimate sheet/contract that they have read and agree to these terms and conditions.



Mona Lisa West Agency, Incorporated

Advertising Marketing Design for Print Web & Digital Media

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