



Penhire

Copywriters and Communications Consultants

... ads ... reports ... press releases ... company profiles ... websites ... newsletters ... brochures ...

TERMS & CONDITIONS

STANDARDS OF SERVICE

Penhire requires initial input and ongoing feedback from the client in order to achieve the standards appropriate to most communications. A number of drafts back and forth may be required before the finished product is achieved, and in some cases the client will have to supply a good deal of the information and content themselves, to which Penhire will simply contribute a professional level of writing and/or communications skill.

JOB BRIEF

It is preferred that the client provides a written brief at the start of a job, specifying the items to be covered under headings, the amount of text required for each, the style etc. Failing this, Penhire will write up a job brief and request that the client verifies the details before the job commences. In the absence of such a brief, Penhire takes no responsibility for work done that does not comply with the client's wishes and fees for that work will still apply.

FEES

Fees are based on the time spent on the job and the deadlines that need to be met. Penhire charges at the following standard rates:

COPYWRITING/CONSULTING: Per hour - €150 | Per day - €800

EDITING: Per hour - €90 | Per day - €480

PROOFREADING: Per hour - €60 | Per day - €320

On site – as above, with travel costs

Where internal schedules need to be changed or time outside normal office hours needs to be worked in order to accommodate urgent jobs, Penhire charges at a premium of between 25-50% extra, agreed with client in advance. Penhire is willing to provide estimates for particular jobs, but always with the understanding that these are subject to revision during the course of the job in question. Third party costs, such as couriers, photography and printing, are additional to agreed fees, and subject to a handling charge. All costs are subject to VAT at the current rate of 21%, unless deemed otherwise by the VAT office.

PAYMENT SCHEDULE

Penhire will proceed with the work outlined in the brief only upon

1. receipt of a PO number for the job, and/or a signed copy of the Letter of Agreement, both implicitly indicating the client's agreement to Penhire's terms & conditions, including the payment schedule.
2. agreement by client to either pay 50% of the estimated fee upfront + the balance within 30 days of delivery of final copy, or 100% of the final fee within 15 days of delivery of final copy, subject to European Communities (Late Payment in Commercial Transactions) Regulations 2002 (www.entemp.ie/publications/trade/2002/latepayguide.doc). Once a job is given the go-ahead by the client, all balances become non-refundable. In the unlikely event that Penhire fails to produce work that the client can approve of, a "kill fee" of 50% of the balance will apply, and the drafts produced up to that time remain the exclusive property and copyright of Penhire unless released in writing by Penhire.

CHANGING TERMS

Jobs that are found to be going through more drafts than is reasonable in the context of the agreed fee (two, usually), or jobs that take on elements not part of the original brief WILL generate additional fees. The client will be notified in advance and the additional work only undertaken with the agreement of the client on an appropriate fee.

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