

Revised Billing Fees – Updated 06/01/2010

2/3 Page Ad to Full Page Ad	\$130.00
1/4 or 1/2 Page Ad	\$ 65.00
1/8 Page Ad	\$ 15.00
Ad Update Fee (Above 15 min and below 45 min)	Half Cost of Full Price (\$65.00 or \$35.00)
Ad Update Fee (Below 15 min)	\$ 15.00
New Card Ads	\$ 15.00 minimum charge
New Logos	Min charge of \$15.00-will charge design time
File Releases	No Charge with Exceptions-See Below
Ad Drop Fees – After Layout is Done	\$ 50.00/ad
Ad Drop Fees - ? days Before Print (Case by Case Basis)	\$100.00/ad

Other Revised Fees

File Releases – We will now do file releases at no charge if the ad was produced by us within 1 year. **After 1 year**, a fee of **\$15.00** will apply to release the file. If there are minor size changes or a minor text/1 photo change to the ad we will not charge a fee. However, if we are changing a size, from example, a 1/2 page to a full page or changing out “lots” of photos, we will charge **standard design time** per ad. All photo enhancement charges will still apply.

Photo Releases – Photos will be released at no charge under normal circumstances. We will charge a **\$15.00 fee if we have to pull it out of the warehouse. (Case by Case)**

Photo Enhancement – This charge will include any of the following modifications to a photo: **halters, cutout animals, posts, barns, other animals.**

Photo/Scan Charge – All charges will now be billed under design time or as part of ad design. **We will not bill separate charges for design time and scans.**

Shipping & Handling – All charges will now be combined.

Priority Handling – This will be charged if the client demands service on the same day. We will **not** charge this fee **due to miscommunication between staff members or on multiple transactions for same day.** (i.e. – Client need ad resized twice and sent to two publications. We will charge one priority handling fee not two.)

If we get a priority request when we are not busy – do not charge a priority fee.
We will not charge this fee for any Website projects or for any ASA special projects.

Exceptions to set design fees – If a client wishes to use the same “layout” as a prior ad but requests that an above average amount of design work to be done (changing out 16 photos, etc...) the ad update fee will not apply. We will charge the full price of a new ad design. **If you find an ad in this situation, please ask if a new design concept should be created.**
If client has done an ad in black and white and now wants to run the ad in color the cost will be priced as a new ad.