



Client Order Form – Girlfridayz Marketing – Advertising

28 Cambria Road London SE59AE - E: girlfridayz@girlfridayz.com – Tel:07931089744

COMPANY DETAILS (PLEASE COMPLETE IN FULL)

Contact Name:
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Company Name:
.....

Accounts Contact:
.....

Project Name:
.....

Address:
.....
.....

.Postcode:.....Tel No:

Fax No:

e-Mail Address:
.....

Signature
.....

Date
.....

PRODUCTS REQUIRED

Please tick the item(s) you require and indicate which product types you wish to place an order for below:

ORDERING PROCEDURE

- Grow your business: Deluxe Corporate Identity:
- Start-up: Display Advert: Text writing:
- Picture Service-30: Logo surgery:
- Irresistible Blog Offer Touch Base with Us

Fill out this form in full, plus the separate Briefing Form which enables us to collate as much information as is possible about your organization including its ethos, product or service, market positioning and many other choices. Type of marketing task you would like us to complete is charged at £865 for one task or multi-tasks to complete we charge £25 per hours. All advert types remain with us for 90 days from £60 onward with a possibility to renew ads monthly fee charge for change of ad £20 per month. Additional links fee is £30 per target destination. After 90 we will ask you to renew ads or removed your ads if you do not want to renew it or have a fresh new ad. a maximum number of ads you can have in one period of 90 days is two running prices for each ad type apply. Renewing or fresh ads after 90days ads fee apply from £60 onward for another 90 days.

Please include some examples of materials from competitors in your sector or other examples that are close to the direction you want your materials to take (or not as the case may be!). These can be complete brochures, leaflets or advertising.

If you have a corporate style guide or wish us to create your materials to fit an existing design template, please supply all relevant instructions or samples of other materials.

We will need a rough draft of your text. If you want us to write it for you this will cost **an extra £395**, and we will need simple key points about your product or service and your company.

We will also need your logo artwork plus any images you wish to incorporate (please note our supply guidelines). If you require your logo update, please consider our Logo Surgery option which **is just £295** when ordered with any project.

On receipt of your returned form and payment and signed & dated service agreement, we will assign a designer to your project and commence work. You will receive 1-3 initial plan from which you choose one concept (or elements of each) for further refinement. An invoice will be issued for 50% deposit prior project commencing and Service agreement.

A PDF will be supplied for final author’s comments from which there will be one more round of corrections (to errors and grammatical mistakes as once printed it cannot be rectified).

A final color proof will be supplied as final confirmation which must be returned to us authorized for printing.

We will then require payment in full of the balance prior to printing or issuing work for marketing task or deals or post your ads on our site, blog or talk about you in our podcast, or post ads on our social media completed.

Marketing & Advertising

Small Business & SME's	
Single Task Grow	
<input type="checkbox"/> Business Plan	<input type="checkbox"/> Marketing Plan
<input type="checkbox"/> Contingency Plan	<input type="checkbox"/> SWOT
<input type="checkbox"/> Market Segmentation Research	
<input type="checkbox"/> Funding Research	<input type="checkbox"/> Competitor Analysis
<input type="checkbox"/> Growth Content Strategy	
<input type="checkbox"/> Policy Development	
<input type="checkbox"/> Funding App	<input type="checkbox"/> CRM Update
<input type="checkbox"/> Excel	<input type="checkbox"/> Google Sheet record keeping development & completion
<input type="checkbox"/> Tax Return Preparation	
<input type="checkbox"/> Cash Basis	<input type="checkbox"/> Traditional plus HMRC advice
<input type="checkbox"/> Complete for £865	
Multi-Tasks	
<input type="checkbox"/> Complete for £25 per hour	

Start-up	
Single Task – Start-up	
<input type="checkbox"/> Business Plan	<input type="checkbox"/> Marketing Plan
<input type="checkbox"/> Contingency Plan	<input type="checkbox"/> SWOT
<input type="checkbox"/> Market	<input type="checkbox"/> Funding Research
<input type="checkbox"/> Content Strategy	<input type="checkbox"/> Policy Development
<input type="checkbox"/> Funding App	<input type="checkbox"/> CRM Update
<input type="checkbox"/> Excel	<input type="checkbox"/> Google sheet record keeping development & completion
<input type="checkbox"/> Tax Return Preparation	
<input type="checkbox"/> Cash Basis	<input type="checkbox"/> Traditional plus HMRC advice
<input type="checkbox"/> Complete for £565	
Multi-Tasks	
<input type="checkbox"/> Complete for £25 per hour	

Advertising	
Display Advertising	
<input type="checkbox"/>	Lead Magnet for £120
<input type="checkbox"/>	Simple Display Ad Text, Pictures only for £60
<input type="checkbox"/>	Banner Ad for £180
<input type="checkbox"/>	Tripwire for £200
<input type="checkbox"/>	Video Ad for £60
Select if you want to add some text, picture or background picture below or a button or a link text	
<input type="checkbox"/>	Text must be selected
<input type="checkbox"/>	Picture <input type="checkbox"/> video
<input type="checkbox"/>	Background Picture
<input type="checkbox"/>	1-Link to any targeted destination
<input type="checkbox"/>	1-Button to any target destination
<input type="checkbox"/>	1- Advert <input type="checkbox"/> 2-Adverts
Select a number of advert and type for each advert if two different type is selected it'll mean you want two ads running select two or same type select two.	
<input type="checkbox"/>	Monthly renewal £20 per month
<input type="checkbox"/>	1-Additional target £30
<input type="checkbox"/>	2-Additional target £60
<input type="checkbox"/>	Duration 90 days
For ads placement on our Blog and our Social Media link plus Podcast tick below and we will contact you. Extra cost may apply. If extra cost is to be applied, we will inform you.	
<input type="checkbox"/>	Request Call or Email

On receipt of the form completed we will **request the following information:** contact detail for advertisement, Advert Title and a Short Relevant Description no more than 200 words

Supply any video for video Ad, picture, or background picture, logo, and headline and Supply destination link or links.

For Marketing Task select one task and completed for £865 or £565. If you select more than one select complete for £25 per hours. Also, our Client brief will be sent to you for information about your business or start-up.

If two adverts are selected fee apply for second advert charge at the same price of 1 advert per chosen type.

Package Deals

Touch Base with Us - Grow Market Segmentation Research, Grows Action Plan, Funding Research and Application, Competitor Analysis and Actionable recommendation. <input type="checkbox"/> Complete for £700	Deluxe Corporate Identity Business Design Package – 100 deluxe business cards, 100 letterheads A4, a logo design, 100 Complimentary cards Linen finish – Printed double sided, full color and high gloss finish on your business cards. With free delivery <input type="checkbox"/> Complete for £330.79p	Irresistible Blog Offer 4 blog post per month update + 1 case study & 1 Free Picture for blog <input type="checkbox"/> Complete for £200
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Other Services & Bolt on

Logo Surgery <input type="checkbox"/> Bolt-On Rebranding for £295	Copywriting Service <input type="checkbox"/> Text for A Project for £395.00
Social Media & Blog – Picture Service 30 <input type="checkbox"/> Weekly update of post for £50 <input type="checkbox"/> Bi-monthly update of post for £100 <input type="checkbox"/> Monthly update of post for £200 <input type="checkbox"/> Picture Service-30 for £60 For Social Media & blog update price is per Social Media Platform or blog <input type="checkbox"/> Blog post update <input type="checkbox"/> Social Media post update Select Platform F T L G circle platform of choice if all 4, circle all 4 – If you want us to update other Social Media Platform let us know.	F: Facebook T: Twitter L: LinkedIn G: Google Plus



Girlfridayz Term and Condition

28 Cambria Road London SE5 9AE – E: girlfridayz@girlfridayz.com – Tel: 079311089744

This agreement defines the terms and conditions of our working relationship. All projects or services that Girlfridayz may be contracted to produce or provide for the Client will be subject to the following: **1. General Working Agreement**

Based on our experience with long-term communications projects, we have found it mutually advantageous to handle each project in logical working/billing phases.

Concept revisions, extensive alterations, or a switch in marketing objectives sometimes make it impossible to accurately estimate in advance the total cost of a project. Planning the work, cost estimating and billing in several phases permits Girlfridayz or the Client to adjust for such revisions and/or halt work before completion if a project is postponed or canceled.

Any canceled project will be billed only through phases and/or portions of phases that were completed by Girlfridayz or its suppliers.

2. Billing Phases

For each new project, the Client will receive a Service Agreement and an invoice outlining the project specifications and the proposed scope of our services. This will contain a project budget, which includes fees for professional services and itemized costs for any anticipated out-of-pocket expenses.

We will only begin work upon the Client's approval of the Service agreement and invoice plus receipt of the deposit; an approval (written or oral) will constitute an agreement and return service agreement preferably signed and dated. Project costs are based on maintaining a reasonable time schedule and may be revised to take into consideration urgent deadlines requiring overtime or rush charges.

The client must agree to answer any communications with Girlfridayz in relation to the completion of projects within a timely manner. Failure to do so after 30 days will at our discretion constitute the termination a project and the client will be responsible for any losses incurred by Girlfridayz during this time.

3. Payment Terms

The Client agrees to pay Girlfridayz in accordance with the terms specified. On new or larger projects, retainers are required before we begin a body of work. Unless otherwise specified, all subsequent payments are due prior to delivery of the final project.

If you have any questions regarding an invoice, you must contact us upon receipt. Billing questions or possible errors must be reported within ten (10) days of the invoice date. We reserve the right to refuse completion or delivery of work until past due balances are paid or canceled any repayment agreement in place. Additionally, any goods,

services or other intellectual properties supplied remain the property of Girlfridayz until any outstanding balance for the respective project is settled in full. **Girlfridayz offers a payment facility for a project over £200** in the following structured weekly, bi-monthly or Monthly scheduled repayment plan or 30 days to settle full payment or 60 days to settled full payment. **Until full payment received work completed will not be given to the client. For an update of blog and Social Media, picture service full payment is required before we start posting any content for you or pictures for you. For project under £200, no payment facility is available**

4. Client Approval, Errors, and Omissions

It is the Client's responsibility to check proofs carefully for accuracy in all respects, ranging from spelling to technical illustrations. Girlfridayz will not be liable for errors or omissions that result after a final approval is received by the Client for printing or another implementation. If you want us to correct any grammatical or sentences mistakes you can ask we can do it for free if we spot any, however, if we must correct your mistake more than 2 times we will charge you a £40 fee for text correction. If picture supply by you have low resolution and we requested another one and you supply us with one and we work on the picture for you a £5 fee per picture work on is applied.

5. Property and Suppliers' Performance

Girlfridayz will endeavor to take reasonable precautions to safeguard the property you entrust to us. In the absence of negligence on our part; however, we are not responsible for loss, destruction, damage or unauthorized use by others of such property. We will use our best efforts to ensure the quality and timely delivery of all printed (offset, engraved, silk-screened, otherwise reproduced) pieces. Although we will use our best efforts to guard against any loss to you through the failure of our suppliers or others to perform in accordance with their commitments, Girlfridayz is not responsible for failure on their part. Also, our supplier cost to deliver the artwork piece to you will be recharged to you. If you choose to select your own suppliers, other than those recommended by us, you may request that we coordinate their work. If possible, we will attempt to do so, but cannot be held responsible for quality, price, performance, delivery or other requirements.

6. Image Rights

All photographic images used from our Royalty Free library are only licensed to a specific project. If a client requires extended use of this imagery, for projects not produced by Girlfridayz at a future date, they will have to purchase a



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license directly from the relevant library owner in accordance with the library's standard licensing agreements. If we purchase any picture to use on your project, you would need to reimburse us the fee charge to us.

7. Rights of Ownership

Once a project has been fully paid by the Client and delivered, Girlfridayz will assign the reproduction rights of the design for the use(s) described in the proposal.

Unless a purchase of all rights (a Buyout) is negotiated with Girlfridayz and/or with the photographer, illustrator, stock agency or his/her authorized representative, you may not use or reproduce the design or the images therein for a purpose other than the one(s) initially stipulated.

We agree to store completed projects on our systems for a period of two years beyond delivery of a job, after which we reserve the right to discard them. Alternatively, we can for a fee archive the work to a flash drive for you to keep.

8. Force Majeure

Girlfridayz will not be liable for any loss or delay due to any cause beyond its reasonable control including inclement weather, flood, lightning/fire, explosion, industrial action or lockouts, or any other unforeseen circumstance.

I have read, understood and confirm my acceptance of this General Working Agreement. Please return completed order form via email, or upload on our site or post back to us, and any other supporting documents.

Signed:

Date: