

Authority to Proceed & Notice of Engagement

Project name

Authority To Proceed

Please contact your WhiteRhino Account Manager for any final queries / issues before signing. While every care is taken by WhiteRhino to ensure that all scoping specifications at briefing are correct, it is ultimately the responsibility of you, the valued client, to ensure all the details are to brief and as documented. Large alterations to scope and /or specifications will require a new estimate. WhiteRhino will not proceed with project until a signed 'Authority to Proceed' has been signed by an Authorised Representative or purchase order number is received.

By signing the following, you are agreeing to the Terms & Conditions on the following page, unless otherwise agreed.

Name: (please print)

Estimate.:

Title:

Date:

Signature

Purchase Order No.:

Notes:

Fax Back 'Approval / Engagement' to: +61 3 9428 8897

WhiteRhino Rate Card

Brand Creative & Website Development Services

Task	CODE	Description	Price per Hour
Project Fees - Account & Management			
Project Management	PJM	Project Management / Documentation / Briefing / Client Liaison	Middle \$ 115 / hr
Account Management	ACC	Account CoOrdinator / Workflow / Scheduling	\$ 75 / hr
Account Director	ACC	Account Director	\$ 145 / hr

Project Fees - Brand / Strategy / Creative / Production

Creative Direction	CDS	Creative Director Consultation	\$ 275 / hr
Art Direction	ART	Art Direction	\$ 175 / hr
Concept Development	CDV	Concept & Creative Development Work / Strategy	Director \$ 275 / hr Senior \$ 145 / hr
Graphic Design	CDV	Graphic Design	Senior \$ 145 / hr Middle \$ 115 / hr
Copywriting	COP	Copy writing	Senior \$ 145 / hr Middle \$ 115 / hr
Electronic Art	EA	Electronic art, Layout & Typesetting Work	Middle \$ 115 / hr Junior \$ 75 / hr
Retouching	IMG	High resolution image retouching and digital manipulation	\$ 145 / hr
Mock Up	MOK	Studio Mounting & Hand Mock up Work	\$ 65 / hr
Production Management	PDM	Production Management of project, including research, specification print management, supplier selection, Press checks, liaison,	\$ 95 / hr

Project Fees - Digital / Web

Digital Strategy	DIG	Digital Strategy & Consultancy	\$ 175 / hr
Programming & Developing	DEV	Programming, Developing & Database Work	\$ 155 / hr
Flash Animation	FLA	Flash Development	\$ 175 / hr
IT Administration	ITA	IT Administration & Domain Management	\$ 95 / hr

Project Fees - Sundry

They will include items such couriers, mono and colour laser prints and reimbursables.

Specific sundry costs are:

Digital Despatch To distribute print ads via Quick Cut - \$POA,

PDF File creation - low res PDF file for emailing \$20 each,

PDF File - high res PDF file for reproduction \$40 each

and CD/DVD burn - \$30 each.

Travel Expenses

Travel costs, such as airline, transfer and accommodation expenses will be passed on, on an 'at cost' basis only.

WhiteRhino Services - Terms and Conditions

TERMS & CONDITIONS - ALL

- 1 This document and all information contained within are for the viewing only of the prospective client and WhiteRhino Creative Pty Ltd (WhiteRhino).
- 2 This document remains the sole property of WhiteRhino. No part or part thereof, of this document may be passed onto other parties, used or reproduced without the prior written approval of WhiteRhino.
- 3 WhiteRhino requests that all information relating to this proposal and presentation including any visuals and attached correspondence be returned to WhiteRhino should they not be engaged in proposed services.
- 4 All fees and costs are estimated. Changes in scope of work and/or project specifications will require a revision.
- 5 GST of ten percent is applicable to all work. GST is charged in addition to quoted professional fees and costs.
- 6 A Commencement or Engagement fee of 20% is applicable to projects where fees are quoted over \$1000.
- 7 WhiteRhino trading terms are 14 days unless otherwise agreed.
- 8 Where a project is deemed to continue for over 14 days, fortnightly (or twice monthly) progress charges will be charged.
- 9 Further payment scheduling is based on completion of key stages described in the proposal.
- 10 WhiteRhino has permission to use consulting and design works created, for promotion and publication of its own portfolio, business and website.
- 11 Authors Corrections will be charged at nominated rate (refer to WhiteRhino Rate Card) depending upon activity required.
- 12 WhiteRhino's ability to meet deadlines is predicated upon the client's provision of all necessary information and approvals in a timely manner.
- 13 All intellectual property is passed onto the client upon full payment of fees and costs associated with the project and at completion, including all custom photographic and illustration work undertaken during course of the project. Unless otherwise stated, the fees only relate to assignment in Australia and New Zealand. An additional fee for assignment or worldwide copyright would be applicable and would need to be agreed between WhiteRhino and the client.
- 14 All digital and electronic art working and compilation files such as InDesign files are the property of WhiteRhino. Fees for hand over and supply of master indesign files by client will need to be negotiated on a project by project basis or valued at 33% (per file) of original project charges.
- 15 Where interstate or international travel is required for projects, WhiteRhino will pass on airfares, accommodation, subsistence and related expenses at cost only. Time in transit will not be charged to client.

PRINT

- 16 Where WhiteRhino delivers over completed files such as PDFs, for the client to deal direct with their preferred supplier (e.g., printer, sign writer), it is the supplier's (third party) responsibility to send the client a proof or mock up sample to approve. WhiteRhino cannot be held responsible for third party procedures (or lack of).
- 17 WhiteRhino is not liable for any errors that may be discovered after printing, publication or construction.

RHINOCMS, WEBSITES & DIGITAL APPLICATIONS

- 18 WhiteRhino will own the source code for the Website, RhinoCMS & Digital Application and the client will own the licence for single instance use in relation to the new Website and/or Digital Application being built and use of RhinoCMS.
- 19 Source code cannot be duplicated or replicated for use on other Websites and/or Digital Applications by the client.
- 20 All websites built with a RhinoCMS implemented require a Support & Services Agreement. RhinoCMS Support & Services Agreements are for 12 months. Cancellations fees will be incurred if contract is terminated before the end of the 12 month period.
- 21 WhiteRhino will not be responsible to have a link 'Website by WhiteRhino' notation on project website.
- 22 Clients websites will be automatically taken offline if unpaid accounts become greater than ninety (90) days from invoice date.
- 23 WhiteRhino is not liable for any errors that may be discovered after launch into public domain.
- 24 WhiteRhino will not be responsible for any loss of profits, data, business or use arising from any changes made to the website by a third party.
- 25 WhiteRhino will not be responsible for any loss of profits, data, business or use arising from any clients' webserver, web hosting and/or service provider issue and/or negligence.
- 26 WhiteRhino will be responsible for any browser compatibility issues which may arise within the first 6 weeks of website being launched, should there not be a subscription or contractual arrangement for 'ongoing' consultancy be in place. After this time any browser compatibility issues will incur an additional cost.
- 27 WhiteRhino may be required to use and/or integrate 3rd party applications and/or APIs such as WordPress, YouTube, Twitter, Facebook with client websites which may not be included in the Support and Service Agreement. If not included, then additional costs may be incurred to provide technical support and consultation.
- 28 Clients may be required to use Photo Editing software such as Photoshop to add images and graphics to their websites. Additional costs may be incurred for WhiteRhino to provide technical support, consultation and training for this software.
- 29 Clients may be required to move the website which is integrated with RhinoCMS or RhinoCMSLite onto a non WhiteRhino controlled server. The licence will change to an extended licence whereby support and ongoing consultancy costs revert to an hourly rate when required and the ongoing subscription agreement is terminated at such time.
- 30 Additional Licence exit fees for Condition 29 is equivalent to 12 months subscription costs.

- 31 Clients Facebook pages that are developed by WhiteRhino are hosted with our preferred 3rd party hosting provider with a guarantee uptime of 99%. All Facebook pages are encrypted via SSL as a requirement by Facebook. Service interruptions to the hosting provider and webserver may impact the uptime of clients Facebook pages. WhiteRhino is not liable for any negative media exposure due to this service interruption. WhiteRhino will not be responsible for any loss of profits, data, business or use arising from any service interruption and/or failure.

RHINOMAIL

- 32 RhinoMail 'Client Managed' and 'Self Managed' systems are 12 months subscriptions billed monthly in advance. Cancellations fees will be incurred if subscription is terminated before the end of the 12 months and is equivalent to \$500 or 3 months subscription, whichever is greater. If additional training and support is required after the 12 month period has expired then additional costs will be incurred.
- 33 The initial training of RhinoMail 'Self Managed' system is a once only occurrence within Melbourne metro. Reimbursements and costs may be incurred for training outside of this.
- 34 A single designated 'manager' must be nominated by client for all training and support services. WhiteRhino will provide online / phone support on an ongoing basis to this manager. Training of additional staff on an ongoing basis is the sole responsibility of the client.
- 35 White Rhino assumes that all data supplied in databases have been previously been subject to clients' own privacy procedures. WhiteRhino will not be responsible for any loss of profits, data, business or use arising from the names supplied.
- 36 WhiteRhino assumes that all data supplied in databases adhere to all requirements of the National Privacy Principles and Anti-Spam legislation (SPAM Act 2003), and in particular guarantee that contact data provided has been legally and willingly obtained for the purposes for which it will be used, and that unsubscribe requests have been honoured. WhiteRhino is not responsible for any databases that are not SPAM Act compliant.
- 37 WhiteRhino is not responsible for any viruses, random expiry dates or any other computer code or program error or malfunctions that may have a detrimental effect on the computer system of any recipient supplied to WhiteRhino in the transmission of an email.
- 38 Whilst every attempt is made to ensure a consistent appearance of HTML emails in most email applications WhiteRhino makes no guarantee that HTML messages delivered from RhinoMail will be rendered properly on all recipients' email programs. WhiteRhino makes no guarantee that the HTML generated by RhinoMail look the same in all email platforms.
- 39 Whilst every attempt is made to ensure a complete delivery of all emails to a database WhiteRhino is not responsible for emails blocked by firewalls, junk mail filters and other email protection infrastructures. Clients can monitor all bounced and returned emails via the RhinoMail reporting system. Depending on the reason for the bounce RhinoMail will continue to resend some bounced emails for a specified period of time.