



### • COMMUNICATION

Perdue Vision LLC, keeps business hours Monday through Friday 9AM to 6PM. We can be available for weekend appointments and events with advance notice or booking. We pride ourselves in keeping an open line of communication via phone, email, text and Social Media. However email is our main preferred and fastest method of correspondence. It is our goal to return correspondence within 24-48 business hours. Under many circumstances Perdue Vision LLC stays consistently busy and in these circumstances, email communication is preferred and may be considered more reliable method for speedy response. This allows for us to respond back to you as soon as possible (in many cases almost immediately), as well as keeping a written record of requests. Perdue Vision, LLC can be contacted via phone, email, and text, among other options. If there is another method you are more comfortable with, we are always open to alternate methods of communication. We do not record phone communications so all formal requests must be submitted via email.

### • PAYMENTS

Perdue Vision LLC provides a wide variety of payment options, certain restrictions apply based on the client, project or request. Perdue Vision accepts Cash, Check, Online Digital Check, and all major credit cards (AMEX, MC, VISA, DISCOVER, Diners Club). All credit card payments will incur a 3% convenience fee on top of the current balance. Depending on project and prior payment terms negotiated with client, either 100% of payment is due before project can begin production or 50% deposit with a COD on delivery of product. Depending on your projects size, turnaround, involved cost, and other factors will determine what specific payment terms apply. In most cases smaller projects will require full payment before production can begin. With larger projects we typically take a 50% deposit up front. No fees associate with cash, check or digital check payment methods.

### • GENERAL RATES - PLEASE FAMILIARIZE YOURSELF WITH OUR RATES.

- Email and phone communications prior to project initiation = FREE
- Meetings/Consultation, Surveying, & Design = \$85 per hour
- Tier 1 Web development = \$110 per hour.
- Tier 2 Web Development = \$140 per hour.
- Virtual Private Server Hosting & Maintenance packages starting out at \$299 a year.
- Travel is billed at 70 cents a mile. Discounted mile rates available for long distance travel.
- Photography/Video = \$300 for the first hour & \$200 for each additional hour. (Pricing includes photo editing and rights to edited photo and raw video footage)

With any project we will give you an estimate so you will have a better idea of formal pricing according to your project scope. A 50% deposit maybe required prior to project initiation. Pricing is subject to change. Please review our full terms and conditions document prior to agreeing

### • PRINTING

All final proofing is the obligation of the client. Before any print job is submitted to the printer, Perdue Vision requires a written email approval of the final print ready file. If there is an issue with the print job in which Perdue Vision LLC or the print production team is at fault, Perdue Vision LLC will reprint the job at no additional cost to the client. If a print job comes back with any mistakes that were missed by the client after signing off on the final proof approval, the full cost to reprint is the client's responsibility. Perdue Vision can print with press PMS colors but in an effort to maintain the best price for the best quality, most of our production work is full color digital. There can be a slight color shift of 10% when printing full color digital and the client is notified of this if digital print is the route taken. Perdue Vision LLC understands expectations around print deadlines. Perdue Vision LLC guarantees to let the client know what it will take to turn the project around in time. We would appreciate at least a 1-2 weeks to give our clients the best price and turn the project around in time without compromising quality. The clients will retain the rights to all print work to use in whatever manner they see fit. Perdue Vision LLC reserves the right to use print work for portfolio for marketing or advertising efforts unless other terms were set per client request.

**Paul Perdue** - Owner  
paul@perduevision.com

**Monica Perdue** - Web  
monica@perduevision.com

**AJ Sisca** - Shop Manager  
aj@perduevision.com

**Lorena Brazianus** - Design  
lorena@perduevision.com



### • GRAPHIC DESIGN

All graphic design is billed on an hourly basis. Perdue Vision LLC provides quotes for the client based on information provided by the client. This is just an estimate and does not reflect a flat rate charge for graphic design services. Graphic Design pricing can fluctuate when dealing with hourly rates due to projects taking longer than expected or client revisions and scope creep. Perdue Vision LLC will be as forthcoming with client in communication of any price fluctuation. Design projects are all different and take a different amount of time to complete. Perdue Vision LLC is aware that there are deadlines associated with client marketing and will only accept jobs that we are capable of turning around in the given time. You will be made aware of any expediting charges that may occur. Perdue Vision LLC guarantees our graphic design work. Should clients not like a design, they do not have to pay for said design. However, if the clients choose not to pay for the design for this reason, they are legally not able to use it to represent their brand, etc. Legal action will be taken against non-paying clients that are found to be utilizing design work provided by Perdue Vision, LLC without payment and approval. In light of this, we strive to always bridge the gap of communication to make sure we are doing exactly what the client needs so we can meet and exceed expectations. Any and all graphic design work will be approved by the client and must be approved by email approval before starting print production. If a job prints with any issues after the client has approved the artwork, it is the responsibility of the client to pay for the cost of reproduction. Perdue Vision LLC does not charge for revisions that are mistakes made by Perdue Vision LLC. However in an effort to eliminate mistakes, Perdue Vision LLC asks that the client provide approved content with detailed instructions so there are no issues of mistakes in the design process. Clients will retain the rights to said designs to use in any manner they see fit. Perdue Vision LLC reserves the right to use design work for portfolio unless other terms were set per clients request.

### • WEB DESIGN

Clients must provide a 50% deposit before site development can begin. Once the website project reaches 75% completion, the client must provide upon request a 25% website payment. Upon completion of test site, the final 25% remainder payment must be received before site is taken live. Perdue Vision LLC offers a 30 day warranty on website development that goes into effect once the site is live and publicly visible on the client domain regardless of project completion status. This warranty includes bug fixes, display errors or revisions within the original scope of the project. After this period the client will incur additional hourly billing for future changes past the 30 day warranty period. Many sites are hosted outside of Perdue Vision LLC's hosting and therefore we can not guarantee safety of such sites from malicious hackers, viruses and malware. Perdue Vision LLC does however offer website hosting and maintenance packages that ensure your website maintains security and stays current on all software updates, core and plug-ins. Please reference our Hosting Plans document for formal details. In the circumstance your website is compromised outside the control of Perdue Vision LLC, we are not liable and client will be responsible for any fixes to the site at our hourly rate. Perdue Vision will strive to ensure that domain name registration and subsequent DNS propagation is effected in the shortest period of time. However, Perdue Vision cannot be held liable for any delays that may accompany the registration of domains. Domain Name Registration fees constitute a once-off payment subject to certain renewal charges. In addition, Perdue Vision cannot be responsible or liable for any DNS issues outside of the direct control of any Perdue Vision server. Perdue Vision is not responsible for browser or DNS caching that may cause your site to appear inaccessible when others can still access it. Client will retain the rights to said website development (custom code) to use in whatever manner they see fit. Perdue Vision LLC reserves the right to use design work for portfolio. Phone consulting and support will be attributed to the total billable cost of the project regardless of estimated billable hours set forth in the agreement (this is only an estimate). Any time to review revisions, questions or concerns submitted via e-mail will not incur additional billing time to review. E-mail is the preferred method of contact for website development and any changes to the website must be submitted this way or Perdue Vision LLC holds no liability to these changes being implemented. Client is responsible to submit any and all copyright free artwork and approved copy before the website development can begin. If client copies and pastes content from other websites, this can adversely affect search engine ranking. By doing so, client is in breach of contract and any search engine results requested by the client will be null and void. Perdue Vision recommends that all clients write or pay a copywriter for content and keyword optimization. No one is going to know your business better than you so we highly recommend you provide original pertinent content.

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### • WEB DESIGN (continued)

Perdue Vision offers both keyword optimization and content writing at an additional fee should the client need. If Perdue Vision initiates communication with the Client during the course of the project via email or phone and does not receive a response within 4 weeks, this is deemed a termination of the contract by the Client. If the Client fails to provide within 4 weeks the required website content including, but not limited to: text, graphics, digital and physical files, and images outlined in the project scope or requested by Perdue Vision during the course of development, this is deemed a termination of the contract by the Client. In either case, a termination of the contract by the Client provides Perdue Vision the right to charge the Client for actual billable hours spent on the Client's project at a rate of up to \$140 per hour in addition to a cancellation fee of 40% of the remaining original agreed cost stated in the estimate or project scope. Should the Client subsequently request that Perdue Vision continue with a development, Perdue Vision reserves the right to renegotiate any fees or costs due from the original contract or renegotiate a new contract in its entirety. It is the main goal of Perdue Vision LLC to build a site that is effective but also within budget. By following these terms and conditions, the client will save money and reap the most benefits from site success. Our standard website development rate is \$110 per hour. Perdue Vision LLC is not held liable for any published content or imagery used in website development. It is the clients responsibility to provide all copyright free and legally admissible content and artwork. Any included training must occur within 14 days of the site launch. Training outside of this time frame will be available at our hourly rate of \$140 per hour. By reading and signing this agreement and reading these terms and conditions, site consulting or development is non-refundable should a client decide at a later date they are not comfortable with the terms and conditions specified here.

### • SEO

Search engine optimization results and ranking are not guaranteed. As stated in the terms of both Google and Bing, search algorithms may be modified at any time, affecting our ability to effectively rank websites both in local and standard search results. We utilize a comprehensive list of SEO techniques to meet our clients' expectations. By agreeing to these terms and conditions you are also subject to the conditions stated in the separate attached SEO campaign agreement provided to you per client request.

### • SIGNS

Perdue Vision LLC will provide customer with a detailed project scope in the provided invoice that customer must approve. By paying a 50% deposit customer is accepting all terms set forth here and within invoice. Refunds are not available unless there is an error on the part of Perdue Vision, LLC or its vendor. Before a refund, we have the right to correct the issue. In many cases, when it comes to sign materials and printing we do our best to provide samples to make sure the client knows what they are purchasing (there are exceptions and not all items have samples available). This is why we try to be as detailed in our invoices as possible. If a banner stand or sign stand breaks, we can provide repair for a nominal cost. If your banner flies away or your signs get stolen, we will work with you to reproduce these signs at a discounted rate. We are not responsible when signs are damaged due to inclement weather. Clients will retain the rights to all sign work to use in whatever manner they see fit. Perdue Vision LLC reserves the right to use sign work for portfolio unless other terms were set per client request. Customer is required to pull any necessary permitting with and design approvals via local city or county government.

### • VEHICLE WRAPS

We use only the finest quality Avery or 3M control tack vinyl with a protective uv laminate layer to ensure longevity and quality of print. We also have a great line of lower cost medias for the budget conscience value seekers. With printed vinyl, there can be a difference from what you proof on screen to what is printed. The finished product always looks better on the vehicle than in the proof. Perdue Vision LLC holds no responsibility for color shifting up to 10%. Perdue Vision LLC will not offer any warranty or guarantee on vinyl wraps and installation on a repainted vehicle. Clients must keep in mind that if the vehicle was painted prior to wrap installation, the removal of said wrap could damage the paint if it was a cheap paint job where applicable prepping an priming were not done. Depending on the current quality of your vehicles finish, there can be issues with the vinyl installation peeling back or lifting up from the paint due to low quality repainted vehicles. Perdue Vision does not guarantee that wrap vinyl will stick to any plastic surfaces.

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lorena@perduevision.com

pvboatgraphics.com · pvwebmasters.com · paulperdue.com · pvinvitations.com · pvrealestatephotography.com · perdueosity.com · perduevision.smugmug.com

770.316.2812 | WWW.PERDUEVISION.COM



We can wrap these but if they peel up around window frames we tell the customer because its plastic, the wrap is not intended for that surface and you can just peel that portion off. We design content layout around knowing this could fail so when wrapped trim or plastic pieces are remove, it does not compromise the design or content legibility. Perdue Vision LLC offers a limited 12 month warranty only with defects of materials and installation. This warranty does not cover damage to the wrap or graphics from negligence, misuse, accidents, road damage, wear and tear, or any failure not a product of installation or materials. All claims must be made within the 12 month warranty time frame and are subject to approval by a Perdue Vision LLC authorized representative. Vehicle must be detailed (no wax) prior to installation. If vehicle is not clean prior to installation there will be a detailing fee of \$150 and up depending on size and condition of vehicle cleanliness.

### • PHOTOGRAPHY

Perdue Vision provides a separate contract for event photography (weddings, special events, etc) - for contract details please contact Perdue Vision LLC at [info@perduevision.com](mailto:info@perduevision.com) for a formal contract. Perdue Vision LLC provides a guarantee with our contracted photography of an online gallery available to the client at any time (following completion of services) for client viewing or downloading of the high resolution images. Perdue Vision LLC maintains a backup of all photography on site; should our photography website server temporarily go down, you can contact Perdue Vision LLC to request images. Most photography work is provided to the client in less than 2 weeks however formal turn-around time for shoots can take up to a month. Clients will retain the rights to all photography to use in whatever manner they see fit. Perdue Vision LLC reserves the right to use photography work for portfolio unless other terms were set by client. Before a photography shoot can be formally scheduled, we must receive a 50% deposit to the client provided estimate. When all work is completed, final payment must be received before access to high res images are provided to client. High resolution download links will expire after a 2 week period but new links can be generated and sent to the customer. Perdue Vision LLC is not liable should we experience a catastrophic data loss where your images are corrupted, deleted, infected or any issues of loss. This is why we highly recommend you download your images so you have a personal archive of your photo gallery.

### • VIDEOGRAPHY

Perdue Vision provides a separate contract for event videography (i.e. weddings, special events, etc) - for contract details please contact Paul Perdue and request a contract. For the purposes of this document Perdue Vision LLC provides a guarantee with our contracted videography of an online gallery available to the client at any time (following completion of services) to access for viewing or downloading. Perdue Vision LLC maintains a backup of all video on site; should our videography website server temporarily go down you can contact Paul Perdue to request video files. Perdue Vision uses industry standard video formats, but can not guarantee we can provide this footage in any format. Turn-around time for all video shoots is a maximum of two weeks - this is a conservative time estimated based on the level of work Perdue Vision is commission to do at the time. Most videography work is provided to the client in less than 2 weeks. Turn around time when dealing with edited video projects can vary so we do not guarantee any specific turn around time. That being said though, we typically on average turn around anywhere from 48 hours up to 2 weeks on average. Larger shoots may take longer an shorter shoots as low as 24 hours. In-depth projects that include final cut video with script, animation, transitions, copy writing and voice over, will have a separate contract outlining project scope, details of client provided content, additional costs with animation and voice-over and time and cost estimate. These formalities maybe included in your formal invoice. Client will retain the rights to all videography footage to use in whatever manner they see fit. Perdue Vision LLC reserves the right to use video work for portfolio unless other terms were set per client request.

### ARTWORK & CONTENT SUBMISSION

Perdue Vision LLC requires all content to be approved and provided by the client. If the client does not have artwork, Perdue Vision LLC can offer stock image options for just about any budget. Perdue Vision LLC also offers professional photography services to cover your products, staff, events, offices, real estate, head shots and more. This gives any design, web or print work a much more unique and personal experience that will give your company or event that corporate branded look. Perdue Vision LLC requires that the client provide artwork in a resolution that is applicable to the project needs. Web sizes are around 300 pixel width up to 1200 pixel width.

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Print artwork needs to be 300dpi and high resolution (2400 pixel width or larger). When designing larger format projects we prefer the client to submit vector artwork.

### CONTRACTS

Perdue Vision LLC will provide contracts for Event Photography and Video requests. This Terms an Conditions document combined with your formal invoice can serve as the Perdue Vision LLC standard contract. Custom contracts can be provided for other projects upon client request. For any completed projects that Perdue Vision is not compensated, Perdue Vision will send those unpaid invoices to collections.

### COPYRIGHT

All media performed by www.perduevision.com is owned by Perdue Vision LLC. Copying, borrowing or otherwise utilizing any information on the website without specific written or verbal permission from William Paul Perdue III can and will put you at risk of legal action. Commercial product names which may be included in the photography and graphic design content of the Perdue Vision LLC website are trademarks or registered trademarks of their respective owners and are not for sale or reproduction. Use of these images can and will put you at risk of legal action. Perdue Vision LLC disclaims all responsibility for ad messages, photography interpretation, or other content posted to this area by other than authorized Perdue Vision LLC personnel. The statements, views and opinions contained in such documents, ads, and photographs are strictly those of the author, requestor or client and are not endorsed by, nor do they necessarily reflect, the opinions or views of Perdue Vision LLC. You expressly acknowledge and agree that use of design materials, photography or other products of Perdue Vision LLC is at your own risk and that all services, graphic design, hard copy media, and photography are provided without warranty of any kind.

### PERDUE VISION LLC

Perdue Vision LLC is an American small business started by Paul Perdue. 5 star rated online for 18 years and a Best of Gwinnett winner for 2016 and 2017 years! Perdue Vision prides itself in being a one-stop shop for everything. We have been media industry professionals for 18 years and with every day we are expanding technology and services, communicating with our vendors and clients to ensure that we are offering the best quality at the best price every time. We are here for you when you need a hand or an answer to a question. Thank you for your business!

**I have read, understand and adhere to the above terms and conditions herein between myself (client) and Perdue Vision LLC (consultant).**

CLIENT SIGNATURE: \_\_\_\_\_

CLIENT NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

PERDUE VISION SIGNATURE: \_\_\_\_\_

PV REP NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

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