



The Pixel Factory / Mathnasium Franchisee Agreement

(Basic and Custom Edits to Mathnasium Marketing Materials)

Terms

Accuracy of Edits and Content:

Franchisee is responsible for the accuracy of ALL copy and content of materials provided by me. While I try my best to be accurate, typos can and DO HAPPEN from time to time. When resizing and reworking items, things get shuffled, nudged and tweaked. And because I am trying to work as quickly as possible (at the request of many), I need your extra set of eyes to ensure accuracy. I will not be financially responsible for the accuracy of your printed materials—YOU are responsible for the accuracy of ALL content of the file(s) I provide you.

Print- or Digital-Ready Files:

Once I have a final approval from you for your marketing item, I will provide you with a high-resolution print-ready file so you can send it to your printer of choice, or a file for digital use. **I do not provide editable PDF's to franchisees** from files that have been altered/created from my desktop. All available editable PDF assets can be found on the Mathnasium Marketing Matrix. If you ask me to change/alter an existing editable PDF from the Marketing Matrix—the file **WILL NOT BE EDITABLE** again after you receive the changes from me.

Basic Edits:

Mathnasium Marketing will help to pay 30 minutes of my time (per month, per each center owned) when making basic edits to their current materials from the Marketing Matrix. Basic edits include resizing items, adding contact information, updating calls to action, and adding approved callout shapes. Additional basic edits include creating very simple logo items (such as a simple sign that includes the Mathnasium logo and your contact information). I am happy to consult with you about what is considered a basic edit, though Mathnasium Home Office has the final say.

Custom Materials:

If your marketing request falls outside of the basic edits Marketing helps to pay for, the item will be considered custom and you will be responsible for the cost of the work. Any custom items created for you should have approval from Support@Mathnasium.com. This approval is your responsibility. Also, I am not trained to provide marketing advice. Please be prepared to provide supporting content/text for custom materials. **I DO NOT PROVIDE WRITING SERVICES.** Custom files should not be shared with other franchisees; you are only paying for the USE of the custom asset I create—there is an extra charge if you wish to OWN the original artwork (see Original Artwork Files).

Rates:

My regular rate for Mathnasium franchisees is \$40.00/hour. There is a 30-minute minimum charge on all requests. All time is kept track of when consulting about the project as well as the actual time spent to complete your request. Please be aware these minutes add up quickly. If I begin work on a project for you and you change your mind, any time spent by me is billable.

Turnaround Time:

After a VALID and COMPLETE request is received, please allow up to 3 business days for me to provide you with the first PROOF for basic edits to current items from the Mathnasium Marketing Matrix. This includes resizing of existing ads. For projects that are custom (not from the Marketing Matrix), please allow up 10 business days before receiving the first PROOF for review.

Rush Charges & Late Fees:

If your project requires: a turn around sooner than 48 hours, and/or my working beyond regular hours, and/or my moving your project to the front of the line, you will be subject to a \$40 rush charge in addition to my hourly rate (payable by the franchisee). Each marketing asset requested is subject to this rush charge. I will try to accommodate you if possible, otherwise I will let you know if the charge rush applies before moving forward on your project. A \$20.00 late fee will be charged to you for any payment received after 30 days from the original billing date. An additional \$20.00 will be charged for each 30 days you are delinquent.

Original Artwork Files:

You are only purchasing the right to USE custom assets created by The Pixel Factory, and custom assets should NOT be shared with other franchisees. If you wish to purchase my original artwork files (native InDesign, layered Photoshop or Illustrator files), there will be an extra charge of \$100.00 for each file. Once I create a new document on my computer, the file becomes my (intellectual) property and there will be a charge to release those files. Please contact Support@Mathnasium.com if you want to request Mathnasium Home Office artwork files.

Invoicing:

If I need to invoice you for a project, I will invoice you via PayPal to allow you to pay with a credit/debit card of your choice.

General Information

Regular Working Hours:

Monday–Friday, 9:00am–5:00pm, Central Time.

Contact Information:

Email: robin.lutes@thepixelfactory.com (preferred method of communication)
Phone: (612) 387-4980

Ways to Keep Costs Low:

- Be specific about which campaign you want to use: Send me a link to the campaign item you are looking at, or any type of sample. Much time can be spent trying to determine exactly what you want.
- Please provide all copy and content at the *beginning* of the project: Adding more text or additional graphic elements in the middle of the project will require resizing and repositioning of an existing layout. While I am happy to accommodate you, please know it will add extra time to the project.
- Online layout templates: If you are using an online printing source and they have a template available for your piece, please provide it. While I am happy to go to a website and find information myself, please know you will be charged for that time.
- Center information: Please provide your center address and phone number (if it is not already part of your email signature).