

OUR SERVICES

Brainstorm Creative Resources offers businesses three ways to connect with the region's most talented creative professionals.

CREATIVE TALENT RECRUITING AND PLACEMENT

Brainstorm Creative assists organizations seeking freelance creative professionals for on and off-site temporary (freelance) assignments and full and part-time staff positions. Our selection process exceeds staffing industry standards for quality placements. Components include:

- Pre-interview phone screen
- In-person interview with behavioral event questions
- Portfolio review
- Computer software and/or content editing skills evaluation
- At least three reference checks

At your organization's request, Brainstorm Creative can add the following components to the screening process:

- Substance abuse test
- Consumer credit report
- Criminal record check

CONSULTING

Brainstorm Creative offers consulting services to organizations that want to recruit their own candidates for creative services positions, but lack the creative industry and/or human resources experience necessary to make informed hiring decisions. You can enlist the help of a Brainstorm Creative consultant at any point during the hiring process. The consultant will be available to provide insight, guidance and hands-on assistance in the following areas:

- Writing job descriptions
- Posting your position in printed media and on electronic bulletin boards
- Reviewing resumes
- Reviewing portfolio samples
- Interviewing
- Checking references

Additionally, if you enlist a Brainstorm Creative consultant to review candidate resumes, you will receive a report at the completion of the selection process that includes the names of the top fifteen candidates reviewed and a detailed breakout of each candidate's hard and soft skills and related strengths and weaknesses. This report, which provides an up-close look at what separated the best candidates from the rest, will provide an excellent starting point when it comes time to make your next creative services hire.

CLIENT-AGENCY MATCHING

Brainstorm Creative realizes that some organizations' creative services needs call for more than a staffing or placement solution. Organizations seeking to develop short or long-term relationships with traditional and interactive communications firms can turn to Brainstorm Creative for a thorough analysis of the region's top players. Brainstorm Creative provides insights culled from:

- Visits to each firm
- Interviews with key directors, design and production personnel and account managers
- Portfolio reviews
- Client reviews

At the conclusion of the matching process, Brainstorm Creative will make objective partnership recommendations that are specifically tailored to your organization's needs.

RATES AND FEES

FREELANCE ASSISTANCE

Brainstorm Creative provides two billing options for freelance services.

Work performed at client sites is billed at an **hourly rate**. Brainstorm Creative continually monitors the creative talent marketplace, and tries to match its rates to those being billed by creative professionals who enter into direct relationships with clients. The rate range included below represents low and high rates billed to clients in 2002.

Work performed at a third-party site (determined by your organization) or off-site (determined by the freelancer) can be billed via an agreement which outlines the specific details of a project and related deliverables. These **project-based rates** are generally determined by multiplying an hourly rate by the expected number of hours that will be necessary to complete the project. Rates are agreed-upon by all parties (Brainstorm Creative, the freelance creative professional and your organization) before work begins.

Desktop publishing	\$32 - \$46
Presentation graphics	\$35 - \$59
Illustration	\$38 - \$79
Graphic design	\$38 - \$99
Graphic production	\$34 - \$48
Web design	\$38 - \$99
Web development	\$36 - \$109
Multimedia	\$45 - \$89
Pre-press	\$38 - \$59
Technical writing	\$49 - \$89
Copy writing	\$49 - \$119
Editing & proofreading	\$36 - \$59
Non-linear video editing	\$36 - \$69
Video production	\$36 - \$69
Training	\$65 - \$95

ADDITIONAL FREELANCE FEES

At your organization's request, Brainstorm Creative can administer the evaluations listed below (on the following page). Brainstorm Creative will pass-through to your organization fees incurred during the administration of these evaluations. Please see a Brainstorm Creative representative for exact pricing details.

- Substance abuse test
- Consumer credit report
- Criminal record check

PERMANENT PLACEMENT

If Brainstorm Creative places a candidate into a full or part-time staff position with your organization, you will be charged a fee equal to 25% of the candidate's expected annual earnings during his or her first year of employment.

TEMPORARY-TO-PERMANENT CONVERSION

Brainstorm Creative will charge a discounted fee for the permanent placement of candidates who have worked for your organization in a freelance capacity. The fee will be reduced by 10% after fifteen calendar days of freelance

employment, 15% after forty-five calendar days and 20% after ninety calendar days. The conversion fee is waived after 120 calendar days.

CONSULTING

Brainstorm Creative consultants are available to work one-on-one with clients, at client sites or remotely, at the rate of \$65/hour. Package rates are also available for specific services. Please see a Brainstorm Creative representative for more information and exact pricing details.

CLIENT-AGENCY MATCHING

Matching services are billed at a flat rate. The following fee schedule applies:

Client needs analysis + presentation of one Partnership Solution	\$500
Client needs analysis + presentation of two Partnership Solutions	\$750
Client needs analysis + presentation of three Partnership Solutions	\$1000
Client needs analysis + presentation of four Partnership Solutions	\$1250