



Subject: **Policies & Procedures Update** (Effective March 1st, 2026)

The Agency at ICS will be introducing a few updated policies for all customers, **effective March 1st, 2026**. These updates will help us improve turnaround times, keep projects running smoothly, and make sure you always know what to expect.

Here's an overview of the new policies and procedures:

Revision Rounds

- Each project includes **3 rounds** of revisions.
- Additional rounds will be billed at \$150/hr.

Rush Requests, After-Hours, and Holiday Work

- Nights, weekends, and holidays are for emergency requests only, billed at 1.5× the standard rate.
- Rush requests needed within 2 business days, billed at 1.5× the standard rate.
- Not available for all services. For print services, this depends upon the type of service, request, or the vendor/mail house discretion.

This ensures that we can properly prioritize urgent items.

ICS Support Tickets

- For customers using our paid campaign services, The Agency will create an ICS support ticket on your behalf for any campaigns managed by our team.
- For all other tickets, including support for ePOS 1.0 and campaigns not managed by The Agency, please contact ICS support directly.

Design & Review Process

- Customer to provide as many assets, copy and details as possible to begin the project.
- We recommend providing working design files for assets.
- Proofs will be sent for review and require approval.
- Customers are responsible for reviewing project thoroughly – including spelling, hours, locations, images and product pricing.
- We'll attempt to contact twice. Unresponsive projects move to the back of the queue, it will be the customer's responsibility to follow-up.
- Additional requested work outside of the original agreement will require quote approval before work starts.

Minimum Billing

- Updates are billed at 30-minute increments (billing rate \$150/hr.)

NEW: Request Form

To streamline communication, we ask that all update requests be submitted through our online form: TheAgencyatICS.com/customer-request

Use this for:

- Website updates
- WashNow! Online Store changes
- Social Media requests
- Print/On-site Signage requests
- Promotion requests*
- Overall questions for The Agency at ICS
- General support with The Agency at ICS services

* All promotions must begin and end on business days

You'll receive a response within two business days with either a completion notice or next steps

Website The services below are for Website Services Only

Website & WashNow! Online Store Requested Updates

All hosted websites and online stores include an Annual Credit that may be applied toward routine content updates and basic site changes. This credit is provided as a dollar amount and is deducted as work is completed throughout the year.

Annual Credit by Platform – for requested updates

- Website Only: **\$900** Annual Credit, includes **6 hours** of work at \$150/hr.
 - WashNow! Online Store Only: **\$900** Annual Credit, includes **6 hours** of work at \$150/hr.
 - Website + WashNow! Online Store: **\$1,500** Annual Credit, includes **10 hours** of work at \$150/hr.
- Credits are applied separately to each platform and may not be transferred between a website and the WashNow! Online Store.

What's Included

The Annual Credit may be used for:

- New page creation
- Text and copy edits
- Image swaps
- Updating promotions*
- Updating banners/popups*
- Minor section updates (no structural changes)
- Product copy or image updates (WashNow! Online Store)
- Basic SEO elements (title tags and meta descriptions)

What's Not Included

The following items are not covered under the Annual Credit and will be billed separately:

- Custom functionality or feature requests
- Third-party apps, plugins, or integrations
- Strategy, consultation, or discovery work
- Layout changes, structural changes or design refreshes
- Large-scale content uploads or migrations
- SEO expanded, beyond basic on-page optimization or ongoing SEO efforts
- Graphics related to third-party platforms – including Rinsed. Requests must be submitted through ICS Support and may incur fees.

* For customers using our paid campaign services, promotional placements on your Website and WashNow! Online Store do not require Annual Credit. **To receive this service, your marketing campaign must be managed by The Agency.**

Website Credit Usage & Billing

- The Annual Credit is applied as work is completed and deducted at the standard rate of \$150/hr., billed in 30-minute increments.
- Annual Credit is valid for one (1) year from the start of the billing cycle.
- Unused Annual Credit expires at the end of the annual term and does not roll over.
- Once the Annual Credit is fully used, additional work will be billed at \$150/hr., with customer approval.
- Annual Credit resets at the start of each annual billing cycle.

Social Media Digital Marketing The services below are for **Social Media and Digital Marketing Services Only**

Organic content calendars consist of approximately six posts per month for Facebook/Instagram. Additional fees of \$150/post may apply for months exceeding eight organic social media posts.

Content scheduling occurs only after receiving client approval. Timely approval is necessary to avoid posting delays.

Additional content requests should be made before or during the review of your content calendar document, within the three review rounds. Content requests made after approval require one week's advance notice for organic posts and one month for digital campaigns. Further advance notice is needed during holidays.

Digital Campaigns include design, set up, and management for Facebook Advertising, Website, WashNow! Online Store, and ICS POS graphics. Fees of \$150/hr. may apply for out-of-scope work.

Print and Traditional Marketing The services below are for **Print and Traditional Marketing Services Only** (On-site Signage; Advertising Print Material, Direct Mail and/or Branded Merchandise).

Design Cost/Quote

- Design rate is standard rate of \$150/hr.
- Each project is quoted individually based on that specific print item; quote does not include tax and/or shipping. The quote is valid for 30 days and is subject to change if the cost of the materials increases.
- Once the quote is approved and entered in our system, ICS Accounting will contact you.
- Print projects must be paid in advance before the design stage begins.

Initial Design and Proof

- Allow 2-5 business days for initial design/proof.
- Provide as much copy, details as possible, especially for club brochures, disclosures and terms of conditions. Specifically, if not mentioned on your website.
- Proofs will be sent for review; nothing will be sent to print without your approval.
- Review all text and images – check spelling, hours, locations, images.

Revision Rounds

- Each design includes 3 rounds of revisions.
- Additional rounds will be billed at \$150/hr.

Approvals

- After approval, confirm the exact shipping address.
- Allow a minimum of 7-10 business days for production time*.

*Note production time does not include shipping

We truly appreciate your understanding as we put these policies in place. They're designed to make the process smoother for everyone and ensure your requests are handled quickly and accurately.

If you have any questions, feel free to reach out. **Thank you for being a valued customer!**

