



MARKETING CREATIVE COMMUNICATIONS

Client Frequently Asked Questions

1. **Tell me more about Paladin.**

Paladin has specialized exclusively in marketing, creative and communications staffing since 1990. We provide a full range of temporary and permanent staffing services for any marketing, creative or communications function your company might have.

Paladin has 8 offices throughout the United States and provides expertise in freelance, direct-hire, contingent and retained search. Paladin is utilized by organizations across all industries and of all sizes. Our diverse client list includes Fortune 1000 corporations, agencies and design firms, professional services firms, financial institutions, publishers and not-for-profit organizations.

2. **What makes Paladin different from other staffing firms we use?**

- **Team Approach:** Our Account Managers work together as a team to meet our clients' and associates' needs. We share talent within offices and across the country in order to connect the very best candidates with our clients. This team-oriented culture fosters a collaborative and supportive environment.
- **We've been there:** Paladin's Account Managers come from the marketing, creative, and communications trenches. Paladin has former art directors, designers, production managers, public relations executives, and editors on staff. This makes us more effective at sourcing, screening and connecting with candidates. Clients appreciate this unique perspective, and consistently comment on the added value we offer.
- **Partnerships:** At Paladin, we place higher value on building long-term relationships than on making an immediate fill. We develop personal relationships with our associates, and we work closely with clients to find real solutions, not stop-gap measures.
- **Tailored:** Marketing, communications, and creative roles are rarely cookie-cutter, so neither are Paladin's services. We truly customize our staffing solutions to meet your needs.
- **Specialization:** We know what we know – marketing, creative and communications. We are experts at providing talent within those disciplines. They are our specialty and sole focus.

- Full Service: Paladin provides strong support for all aspects of recruitment and staffing, including:
 - i. Freelance
 - ii. Project
 - iii. Direct-Hire
 - iv. Temp-to-Hire
 - v. Payrolling
 - vi. Outsourcing

3. Who owns Paladin?

Paladin is part of the Adecco Group North America. Paladin's membership in the Adecco Group family affords our clients access to staffing support within the following disciplines:

- IT
- Finance
- Accounting
- Law
- Engineering
- Healthcare
- Work Force Management services
- Technology Consulting

4. What are your fees?

Freelance fees: Once you hire a Paladin associate, Paladin will bill you an hourly, project or day rate for the person's time. This rate will be determined and agreed to by both yourself and Paladin in advance of placing the associate on the assignment. There are no additional fees above the agreed-upon hourly rate. Paladin acts as the employer of record for freelance and project work, so your Paladin associate stays on our payroll. We manage all taxes and other mandatory deductions like Social Security, Medicare and workers' compensation insurance premiums.

Temp-to-perm fees: Once you have hired a Paladin associate for a freelance assignment, you have the option to convert him or her to a regular staff position. A conversion fee would apply under this circumstance. The conversion fee is a percentage of the associate's annual salary, and is reduced according to the total number of hours the associate has worked on the freelance assignment. Call your Paladin office for specific details.

Contingency (direct-hire) search fees: Paladin charges a fulfillment fee (a percentage of the candidate's first-year salary) for direct-hire placements on a contingency basis. No fees are associated with the search until you decide to hire a Paladin associate.

Retained search fees: Paladin offers an innovative and unique retained direct-hire search option. This choice allows companies to reduce their fee by paying for a portion of the search in advance. This option is highly efficient for companies with multiple searches. For retained search fees, please contact the office nearest you at 888.paladin (725-2346) to discuss your exact requirements.

Payroll-only fees: Paladin offers a payroll-only option for clients who have hiring freezes, want to outsource their entire marketing or creative departments, or may have found their own associate but want to be removed from employer-related obligations like unemployment insurance. Call your Paladin office for more details.

5. **Who comprises Paladin's freelance and direct-hire talent base?**

All Paladin associates or candidates have at least two years of professional work experience and have worked in the marketing, communications, or creative fields in the past year. Often they are "hidden" job seekers who come to Paladin to confidentially find new positions or freelance assignments. Only the best and brightest are considered for opportunities through Paladin. We are contacted by hundreds of individuals each week, yet only a small fraction are accepted as potential associates.

6. **How do you find your talent?**

Paladin's strong reputation and our alliances within the markets we serve enable us to attract superior talent through an extensive networking and referral base. We partner with industry organizations and sponsor professional marketing and creative associations in an effort to better access the crème de la crème of talent in these industries. In addition, we can augment our search capabilities with proactive postings on general and industry-related job boards so that our clients don't have to incur the expense or hassle.

7. **How much experience do your associates typically have?**

Paladin provides associates at senior, mid and junior levels. Paladin associates' years of experience range from two to 20+ years. Whatever the level of the position a client needs to fill, Paladin will recruit talent at a level specific to that need.

8. How do you charge for your freelance professionals' time? Do you have a rate card?

Our temporary talent typically works at an hourly rate. Time is tracked, paid and billed weekly. Clients are charged on the same basis as the employee is paid—again, usually at an hourly rate. However, some jobs are considered on a day, week or project rate basis.

Paladin does not have a rate card, as our professionals are a fluid labor market where supply and demand are in constant flux. Pricing is also influenced by the specific nature and length of the assignment, the uniqueness and extent of the educational background, expertise and skill sets required by the position and whether managerial experience and responsibility is required. Paladin handles the sensitive intermediation on the client's and associate's behalf to determine appropriate and mutually agreeable pricing. Of course, we do know the accepted rate range for frequently placed job skills and share that information with clients who need to know generally what they can expect to pay for certain types of skills. To successfully fill assignments that result in a satisfied client and Paladin associate, we negotiate fair pricing that compensates the employee and considers the needs of our client and Paladin.

9. How are we billed?

After client approval, Paladin associates on freelance assignments submit weekly time records to Paladin. Paladin then bills its clients weekly for those hours. Clients are billed by Paladin's Accounting Department. Associates working on project rate jobs have their work billed at agreed-upon intervals as work progresses. Direct-hire fees are billed the first week of employment.

10. How long does it take to find candidates?

It depends on the assignment or direct-hire position, and the type of skill set required. We'll let you know up front what our expectations are of fulfillment, and try to set a realistic timeline that meets your hiring expectations. Some freelance assignments can be filled within hours, while direct-hire jobs can sometimes take weeks. In general our clients report being very pleased at our quick turn-around time.

11. If we don't like the freelance associate or their work, what are our obligations?

Paladin saves you time and money in recruitment costs and troubleshoots in advance to avoid wrong-hire situations. Your satisfaction is our guarantee.

In the rare instance that a Paladin Associate doesn't perform as expected, let us know immediately. If a person or situation is just not working out, we will replace the person with another associate or credit you for the time of the person who has been dismissed. Either way, you have no financial obligation for the work you found unsatisfactory, as long as we are advised in a reasonable period of time.

12. Who owns the work a Paladin associate completes, and how are we protected against breach in confidentiality?

Our associates sign a Paladin Letter of Agreement stating that work done on behalf of a Paladin client is the property of the client. In addition, they sign a confidentiality agreement on Paladin's behalf, as well as your company's non-disclosure agreement.