

Guidelines for effective Advertisers / Agency Compensation Agreements

* TF Agreements)	11	21	(ANA)	2001	가
			(Guidelines for effective Advertisers /Agency Compensation		

(Best compensation program)

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6.

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(fixed fee, labor based arrangement,
adjustable fees, hourly rates, full time equivalents,
multipliers, markups, margins, direct costs)

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7.

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8. 가

[illegible]