



Estimate

No: [Redacted]  
Date: [Redacted]  
Job: [Redacted]

**Job Description**

Create a variety of environmental lifestyle images of professional talent working, shopping and interacting over three shoot days in the [Redacted] area (up to two locations per day), and convey the following licensing to [Redacted]: Worldwide Advertising, Collateral and Publicity use of up to seven images for one year from first use.

Client to provide all post-production/retouching. Talent rates for expanded/extended use to be negotiated and paid for by client/agency.

50% of fees and expenses and 100% of talent fees required to initiate production.

**Fees**

Combined Creative/Licensing Fee(s) @ 26,000.00	26,000.00
(Additional images #8 through #12 may be licensed for the same use for an additional \$2,500/image)	
(Additional images #13 through #22 may be licensed for the same use for an additional \$750/image)	
(Additional images #23 through #30 may be licensed for the same use for an additional \$350/image)	
4 Photographer Tech/Scout/Pre-Production Day(s) @ 1,000.00 ea.	4,000.00
Fees total:	<b>30,000.00</b>

**Expenses**

7 First Assistant Day(s) @ 500.00 ea.	3,500.00
3 Second Assistant Day(s) @ 350.00 ea.	1,050.00
3 Third Assistant Day(s) @ 300.00 ea.	900.00
4 Digital Tech Travel/Scout Day(s) @ 500.00 ea.	2,000.00
3 Digital Tech Shoot Day(s) Including Workstation @ 1,250.00 ea.	3,750.00
11 Producer Day(s) @ 1,000.00 ea.	11,000.00
7 Production Assistant Day(s) @ 300.00 ea.	2,100.00
3 Hair/Makeup Stylist Day(s) @ 1,200.00 ea.	3,600.00
3 Hair/Makeup Stylist Assistant Day(s) @ 350.00 ea.	1,050.00
8 Wardrobe Stylist Day(s) @ 1,200.00 ea.	9,600.00
8 Wardrobe Stylist Assistant Day(s) @ 350.00 ea.	2,800.00
Wardrobe @ 5,000.00 (TBD)	5,000.00
9 Prop Stylist Day(s) @ 1,200.00 ea.	10,800.00
9 First Prop Stylist Assistant Day(s) @ 350.00 ea.	3,150.00
5 Second Prop Stylist Assistant Day(s) @ 350.00 ea.	1,750.00
Props @ 8,000.00	8,000.00
Prop Van/Messengers @ 2,000.00	2,000.00
4 Location Scout Day(s) @ 700.00 ea.	2,800.00
Locations/Permits @ 12,000.00 (TBD)	12,000.00
Casting @ 4,000.00 (Including Prep, Expenses, 1 Live Casting Day and Bookings)	4,000.00
10 Adult Talent Session Fee(s) @ 1,500.00 ea.	15,000.00
5 Adult Talent Usage Fee(s) @ 2,000.00 ea.	10,000.00
5 Adult Talent Fit Day Fee(s) @ 500.00 ea.	2,500.00
Adult Talent Agent Fee(s) @ 5,500.00 (20% of Session, Usage and Fit Fees)	5,500.00
Talent Payroll Processing @ 6,600.00 (20% of all Talent Fees)	6,600.00
Equipment @ 6,000.00	6,000.00
3 Production RV Day(s) @ 2,000.00 ea.	6,000.00
Catering @ 6,700.00	6,700.00
Miles, Parking, Meals, Hard Drive, Misc @ 4,050.00	4,050.00
Insurance @ 2,500.00	2,500.00

Airfare @ 1,500.00	1,500.00
Lodging @ 3,600.00	3,600.00
Van Rental @ 1,500.00	1,500.00
Expenses total:	<b>162,300.00</b>

Sub Total	192,300.00
Total (USD)	<b>192,300.00</b>

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Bid Terms**

AGREEMENT - This agreement between [REDACTED] (hereafter "Photographer") and the undersigned client, (hereafter "Client") governs the assignment described in the accompanying cost estimate, and along with these Terms & Conditions, constitutes the entire agreement between the parties concerning that assignment.

ESTIMATES - The fees quoted by the Photographer are for the original job description as presented by the Client. Any subsequent changes, whether made orally or in writing, may result in additional charges. The expenses are estimated in good faith. Actual expenses, which may be greater or less, will be invoiced. Sales tax is not included in the estimate. Any applicable sales tax will be added at time of invoice.

DEFINITIONS - "Publicity" use is when the Client submits photographs to an outside publication (whether print or electronic) for editorial use and the Client (or their client) is not paying for that use. "Advertising" use is when the Client (or their client) is paying for the placement of a photograph in whatever media it appears, such as in a newspaper, magazine, billboard, or website. "Collateral" use is when the photographs appear in a publication that the Client produces, such as a magazine, annual report, brochure, pamphlet, poster or web site, and whose audience is employees, customers, shareholders, or the general public. "Photograph/s" are images created as a part of the project as agreed to by Photographer and Client.

PAYMENT - Client shall make payment within 30 days of invoice. Late payments will be billed a \$20.00/month handling fee and 1.5%/month interest. 50% Advance payment required to initiate production. Applicable sales tax is not included in the estimate but will be applied to invoice. Please make checks payable to Photographer.

COPYRIGHT – All of the Photographs created by the Photographer (both moving and still) and their copyright are the sole and exclusive property of the Photographer. Grant of any reproduction rights to the Client is conditioned upon receipt of payment in full. All rights not expressly granted shall be reserved by the Photographer. Modification of Photograph(s) and/or incorporation of Photograph(s) in any layout or concept shall not constitute a Joint Work.

ADDITIONAL USAGE - If Client wishes to make any additional uses of the photographs not covered in the initial agreement, Client shall obtain permission from the Photographer and pay an additional fee to be agreed upon.

CANCELLATIONS, WEATHER, POSTPONEMENTS - In the event of a cancellation or postponement of a shoot by the Client at any time after shoot confirmation/award, Client shall pay all expenses incurred by the Photographer up to the time of cancellation, plus a fee equal to 50% of the anticipated creative/licensing fees. If a shoot is canceled within 24 hours of departure for the shoot, Client shall pay the anticipated creative/licensing fee and 100% of the anticipated expenses (including fees of any subcontractors booked for the job). If a shoot is postponed due to weather, Client will be responsible for all crew fees and expenses incurred on each Weather Day, plus a photographer fee to be agreed upon.

CLIENT REPRESENTATION - The Client is responsible for the presence of an authorized representative at the shoot to approve the Photographer's interpretation of the assignment. If a Client representative is not present, the Photographer's interpretation shall be deemed acceptable.

INDEMNIFICATION - Client hereby indemnifies and holds the Photographer harmless against any and all liabilities, claims, and expenses, including reasonable attorney's fees, arising from Client's use of Photographer's work. The Photographer similarly indemnifies and holds Client harmless against any and all liabilities, claims, and expenses, including reasonable attorney's fees, arising from Photographer's negligence.

AUTHORSHIP CREDIT - A credit in the name of Photographer shall accompany the Photographs whenever practical.

TEAR SHEETS - Client will provide Photographer with a printed copy or PDF of any publication where the Photographs appear.

TURN AROUND TIME – Shoot processing for client review, select(s) processed for reproduction and all retouched files will be delivered in a timely fashion, within a mutually agreed upon schedule.

RETOUCHING – Any additional retouching requested by the Client will be quoted on a case-by-case basis.

EXPIRATION – Estimates are valid for 15 days unless signed by both parties.

Client Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Client Name: \_\_\_\_\_