

Put your name and contact information here. Logo is good to use for a professional look, but make sure your name, address, phone, email, and web site are clearly visible. You may also want to list your EIN or SSN number on this form—your client may need this number to process such things as a purchase order or payment.

## E S T I M A T E

Date: This estimate is valid for 90 days from the date of issue.

Client:

**Assignment Description:** Be as clear as possible to avoid misunderstandings. Make sure to include location, # of images to be produced, outline subject to be photographed, any special requirements of the job. Be as detailed as possible in this area. This is your place to shine and show the added value hiring you will bring to the client.

**Licensing Agreement:** Use precise language here—this is the actual license outlining the use the client is purchasing. Use the PLUS recommended terms and order for listing the licensing specifics.

- **The Parties:** Licensor (photographer) and licensee (client) and the end user (if different than the client).
- **Media Permissions:** The central element of the license description. An accurate description of the media in/on which you will permit your client to use the image, and the extent to which your client may use your image in that media. This should include: media, distribution, placement, size, versions, quantity, duration, region, language, exclusivity.
- **Constraints:** In addition to listing the Media Permissions, also describe any limitations that further constrain your clients right to use the image within the stated media.
- **Requirements:** State any requirements or obligations that are placed on your client under the license. Examples include a Credit Line Requirement and the Credit Line Text.
- **Conditions:** State any additional terms and conditions applying to the license. We suggest the use of the ASMP terms and conditions copied onto the back of your estimate or invoice documents, or included as an additional page in electronic versions of those documents.
- **Image Information:** Quantity and description.
- **License Information:** It is often helpful to note the Transaction Date, the client's purchase order number and other relevant information on your invoice.

Make sure the licensing language used for a specific assignment is consistent on all forms.

All other rights, including but not limited to self-promotion usage, reserved.

**Fees:** Some photographers separate out their Creative and Licensing Fees, some combine them. Review the ASMP paperwork share to get ideas and pick a system that works best for you. For help in calculating your fees, see the ASMP Licensing Guide.

**Expenses:** Some photographers prepare estimates only showing the client one number with fees and expenses combined. There is no right or wrong here, but it is critical that you methodically list and calculate the expenses even if that document is for your internal use only.

This section will include, but is not limited to:

- |                            |                          |                           |                          |                           |
|----------------------------|--------------------------|---------------------------|--------------------------|---------------------------|
| • Equipment rental         | • CD or DVD burning      | • Location scout          | • Customs and carnets    | • Location rental         |
| • Digital processing fee   | • FTP                    | • Carpenter               | • Gratuities             | • Wardrobe                |
| • Proofs or web gallery    | • Assistants             | • Set designer            | • Meals                  | • Catering                |
| • Retouching               | • Models                 | • Permits                 | • Tips                   | • Trailer rental          |
| • Master digital file      | • Casting director       | • Hotels                  | • Messengers or shipping | • Misc. supplies          |
| • Repurposed digital files | • Wardrobe, prop or      | • Airfare                 | • Props—purchased        | (e.g., tape, bulbs, gels) |
| • Prints                   | food stylist             | • Mileage, tolls, parking | or rented                |                           |
| • Archiving                | • Hair or make-up artist | • Car rental              | • Backgrounds            |                           |

All expense estimates are subject to normal trade variance of 10 percent. This percentage can and should be changed to match your experience and practice.

**Subtotal:** This is the creative fee, licensing fee and expenses combined.

**Sales Tax:** Put the sales tax here, if applicable, as required by your state. If you do not know, talk to your accountant.

**Total:** This is the creative fee, licensing fee and expenses combined.

Subject to the terms and conditions attached hereof.

Most estimates are now delivered electronically. It is suggested that you use a multiple-page PDF when delivering forms to your clients and utilize the last page for your boilerplate terms and conditions.