

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.

## I N V O I C E

Date:

Client:

Job Number/Purchase Order:

**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:** The following usage license will be granted upon payment in full of this invoice.

*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:** *The formatting of the expenses on your invoice should match the formatting on your estimate.*

*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 food stylist | • Airfare                 | • Props—purchased or rented | (e.g., tape, bulbs, gels) |
| • Prints                   | • Hair or make-up artist         | • Mileage, tolls, parking | • Backgrounds               |                           |
| • Archiving                |                                  | • Car rental              |                             |                           |

**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:**

**Less Deposit Paid:** *Most photographers set some sort of deposit policy, such as; jobs over a certain dollar amount require a deposit, or all jobs require a 30% deposit, or all first time clients require a 50% deposit.*

**Balance Due:** *Set a policy and put it in your paperwork. The two most common policies are “Balance due in 30 days” or “Balance due upon receipt of images.”*

Subject to the terms and conditions attached hereof.

*Many invoices 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.*