

**A guide to photography services and commercial image use,  
including pricing, copyright, licensing, and more.**

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I'm a photographer with a formal background in graphic design, animation and visual arts. I live and work in the Thunder Bay region for over 10 years and offer services in commercial and private photography, photo-restoration, photo-editing and digital transfer of prints, transparencies (slides) and negatives, under the motto of:

- creative imaging solutions for tight budgets
- flexibility in image licensing
- detailed quotes and invoices
- a small studio for fast turnaround and personal attention
- extreme enthusiasm and fanatical attention to detail

**Pricing and Quotations**

Pricing of my images and photographic work is by quotation only and is based on a number of factors, including the complexity of the shoot, number of images and time required, media and use. All of my quotes are supplied broken down with the Creativity and Licensing Fees listed separately from Production charges, to make comparison easy.

**Creative Fee**

Covers the creation of the image and is based upon the complexity of the image and the subject matter

**License Fee**

Sometimes called a Usage Fee. Based on how the image is to be used; e.g. for print or web, advertising or editorial, size, front-cover or interior, print run, geographic distribution. Licensing is the acknowledged global system for trading and publication of intellectual property.

**Production Charges**

Charges for items or services required to create the image.

This includes (but is not limited to):

- hourly rates for assignments
- travel expenses
- digital retouching and editing
- digital file conversion (i.e. different colour spaces as RGB or CMYK, various file formats)
- organizing, naming and burning to CD
- outside services such as rental of special equipment, delivery and courier services
- photographic prints.

If comparing my quotes to other photographers, please make sure that we are both quoting the same specs, including usage, and that we all have the same relevant information to base the quote on.

Quotes do not include Federal or Provincial Sales taxes.

Quotes and invoices are in Canadian dollars. For your convenience I accept Visa ® and cheques drawn on a Canadian bank as payment, as well as convenient transfer towards my PayPal account.

## Digital Imaging

Whenever possible - through the use of superior cameras and lenses, as well as experience and skill - I try to produce images in-camera that don't require extensive post-production efforts.

Digital imaging is fast but requires, much like the lab-processing of the film days, time for preparation, editing and post-production.

This process will provide you with images of highest resolution and sharpness, optimal levels of contrast and colour, free of distortions and imperfections, sized and formatted to your requirements.

Commercial work is delivered in digital form as:

- high resolution Adobe-RGB /TIFF files, unless specified differently
- sized for purpose
- colour - proved, for authentic colours (e.g. reproduction of artwork )
- sharpened for output, ready to go into reproduction

Private clients will usually receive images in JPEG format (sRGB) and/or as PDF slide shows for convenient viewing and sharing.

If prints are required for private use, they must be produced by me or a professional facility of my choice - in order to maintain my quality standards and to protect my reputation.

For web-use I provide images sized and optimized for the internet / to your requirements.

Images can be converted to custom CMYK for commercial printing and publications. In this case please provide the ICC profile of your commercial printer / printing facility.

The publisher / web designer may make minor adjustments to the colour balance, contrast, brightness and cropping of the image, to suit the use and method of reproduction. However, any extensive changes or manipulations must be discussed with me prior to reproduction.

A critical part of evaluating digital images is a colour managed viewing environment. If you are not using a colour managed display, colours may appear slightly different from my original.

Please note that I do not supply Camera-RAW files to clients.

## Copyright Licensing

Copyright licensing / usage-right has evolved as a global method of fair pricing which benefits both the client and the photographer. The price of the license depends upon the use of the image, regarding:

- the medium (e.g. magazine, editorial, web)
- location (e.g. front cover, interior)
- size (e.g. full page, half page)
- geographic distribution area (e.g. local, regional, national, international)
- time period (e.g. one time, 1 year)
- print-run, (e.g. under 5000, under 10.000)

and other factors

**With copyright licensing you purchase the right to use an image for a particular purpose and period of time. YOU DO NOT PURCHASE THE IMAGE ITSELF - the photographer always remains the sole owner of the image and its copyrights, including commissioned work and assignments (Bill C-11, Nov.7, 2012).**

e.g. - a small company that only advertises locally ends up paying less for an image than a large company conducting a national advertising campaign. Additional usage can be easily purchased as required, letting you spread the cost over a longer period of time. The copyright-licensing / usage fee structure is supported around the globe.

One question that periodically arises is that of **'Exclusive Rights'**.

I only agree to exclusive rights for images produced specifically as an assignment for a client and for images that are sensitive for trademark or proprietary reasons - in both cases limited to the time period of the license.

In any case, I reserve the right to use images for my own Fine Art Prints, which are offered as artwork in small, limited editions, as well as for my personal promotion and advertising.

## Model and Property Releases

Whenever possible I have models (meaning: any clearly identifiable persons) and property owners sign standard release forms. It is up to the end user to make sure that any releases, if provided, are sufficient for the intended use.

I'll gladly provide you with model release forms.

It is extremely important to obtain signed releases if you are going to use images showing people or private property for advertising and commercial use. For products or uses that may be deemed objectionable by the model or property owner (sensitive subjects) or if the image will be digitally manipulated, a custom model release and legal advice may be necessary. You should be aware that the laws governing model releases vary by country, province or state.