

Understanding How Commercial Photographs are Priced

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**How do photographers price
their work?**

Two Ways Photographers Price

- Day Rate – Everything, including Photographer's Fee, expenses, as well as the usage fees for the images, are listed as a single item

Two Ways Photographers Price

- **Separate Rates** – The price is broken down and separated into Photographer's Fees, expenses and usage fees
 - Clearer breakdown of expenses
 - Pay only once to create the photos

Explanation of terms:

Photographer's Fee – Aka Creative Fees

Expenses – Payment for shoot costs

Usage Fees – Licensing cost of photos (only for commercial work e.g. Posters, magazines, etc.)

What is a Usage Fee?

- It is a fee paid to a songwriter/artist/photographer for the use of his creation or intellectual property
- Think of it as royalty or licensing fee
- A fee paid for the use of images for commercial use
- Not charged for non-commercial uses e.g. Personal studio shoot, weddings, etc.

**Why should I hire a
photographer who charges
usage fees (licenses) over a
photographer who charges a day
rate?**

Why hire a photographer who licenses his photos?

- Not all photographers are created equal
- Some compete by price, often by including all rights in their day rate
- Some price by the day or even by the hour
- Are they a better value if the photograph does not accomplish what is intended?
- Should the more experienced shooter who can do the job in half the time be paid half?

Why Should I Pay For Usage?

- I'm already paying you for your time and expense to take the photographs, why should I pay additional to use them?
 - Simply buying a CD does not let you play it in your coffeeshop legally until you license it
 - Buying a car does not mean you can copy it and sell the copies
 - Buying Windows does not mean you can copy or install it on any number of PCs

What is the Value of a Photo?

- It can be measured by how much exposure it gets (how many people can see the photos)
- The more people who see it, the more value it has
- This is why size, print run, insertions, area of distribution, and duration of use are all taken into account

What Benefits Do I Get From Licensing a Photo?

You only pay for what you use—if you decide not to use the photos, you only pay the photographer for his time and expenses

Fun Fact

Living Under Imagination uses only legally licensed (i.e. No pirated) software in our workflow to create our images

Likewise, if you decide to use the photos again or for a different use, you only pay for the usage fees; ***you no longer have to pay*** the creative fees and expenses

The bigger the photo's exposure (the more people see them), the bigger the photo's value, and therefore the bigger the ***pressure for the photographer to create really, really great photos*** that will ***drive better traffic to your business***

**Thank you for your time!
We look forward to creating
beautiful images with you!**



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