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Sub: Photo Licensing Fees

(Effective January 1 - December 31, 2003)

Stock photography licensing fees are primarily based on factors relating to the 'exposure' the image will receive. In other words, how big, how often, and for how long will the photo be seen. For example, a photo used inside a national monthly magazine has less 'exposure' than the same photo used on the cover. This would be less 'exposure' than when used on the home page of a large international corporation's web site for one year.

Other factors that affect the licensing fee are the type of usage itself (editorial, corporate, advertising, product) as well as any exclusivity required (i.e., a calendar publisher would not want the same photo to appear in competitor's calendars in the same year.)

As there are so many possible photo uses, each with its particular details, it is difficult to create a simple price list.

For pricing information contact Digital Reality with the following information:

- Use (book, brochure, web site, packaging, advertisement, trade show...)
- Size & placement (inside 1/2 page, cover, web home page...)
- Print run and/or length of time of usage.
- Any exclusivity you require.

Minimum stock photo licensing fee is \$125. Many uses typically run \$200 to \$1,000 although fees could exceed \$10,000 in some instances.

Should you have any questions please feel free to contact me.

Respectfully,

Michael Smith
Owner