



BRUCE O'BRYAN  
P H O T O G R A P H Y

RATE AND FEE BOOK  
FALL 2007



## PHOTOGRAPHY AND SERVICE RATES

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- **ADDITIONAL COSTS** THESE ARE ADDITIONAL FEES THAT ARE CHARGED OCCASIONALLY DEPENDANT ON A CLIENT'S REQUEST OR A PROJECT REQUIREMENT.
- **TIME FOR PRINTS** THIS RATE CATEGORY IS USED TO DEFINE SHOOTS WHERE SERVICES RENDERED ARE CONSIDERED EQUAL BETWEEN THE PHOTOGRAPHER AND THE SUBJECT, OR MODEL. THE IMAGES ARE NOT FOR COMMERCIAL PURPOSES IN ANY WAY AND CANNOT BE SOLD/TRADED OR USED IN MARKETING OF ANY SORT.
- **PRINTS AND MEDIA** A BRIEF CATALOGUE OF ITEMS YOU CAN ORDER.



## PHOTOGRAPHY AND SERVICE RATES

HOW I CHARGE • FALL 2007

### HOW DO I CHARGE FOR MY PHOTOGRAPHY?

IT IS MY BELIEF THAT HONESTY IS CRUCIAL TO ALL WORKING RELATIONSHIPS. I ATTEMPT TO KEEP MY CLIENTS INFORMED OF WHERE THEIR MONEY IS GOING WHEN THEY HIRE ME. RATHER THAN BOTTLE ALL OF MY RATES INTO A SINGLE FEE, I BREAK DOWN THE FEES INTO CATEGORIES WHERE THEY ARE INVESTED. THIS WAY, I HELP MY CLIENTS GET THE MOST FOR THEIR MONEY, WHILE ENSURING THAT MY EXPENSES ARE COVERED.

I ENJOY PLANNING AND CREATING THE IDEAL PHOTOGRAPHIC COVERAGE FOR MY CLIENTS. TOGETHER WE CAN MAKE IMAGES THAT CAPTURE THE ESSENCE OF WHAT IS PHOTOGRAPHED.

AS YOU REVIEW THE RATES, FEES, AND PRICES IN THIS BOOK, UNDERSTAND THAT THESE ARE GUIDELINES TO HELP BUDGET FOR YOUR EVENT OR PROJECT. A SHORT DISCUSSION WITH ME WILL HELP TO CONVEY A MORE CUSTOMIZED ESTIMATE OF THE COST OF MY WORK. I ENJOY PHOTOGRAPHY, AND I WELCOME THE OPPORTUNITY TO DISCUSS IT WITH YOU.



## PHOTOGRAPHY AND SERVICE RATES

CAPTURE RATES • FALL 2007

- COMMERCIAL LOCATION PHOTOGRAPHY

COMMERCIAL PHOTOGRAPHY IS CATEGORIZED BY ANY PHOTOGRAPHY THAT IS SHOT FOR FINANCIAL GAIN. THIS RATE APPLIES TO EVERY TYPE OF PHOTOGRAPHY THAT IS USED TO HELP PROMOTE, DISPLAY, OR SELL A PRODUCT OR SERVICE. THIS SESSION RATE IS FOR PHOTOGRAPHER'S TIME ON LOCATION. RATE INCLUDES CAPTURE TIME ALONE. ADDITIONAL CHARGES REQUIRED FOR POST-PRODUCTION. RATE DOES NOT INCLUDE EXPENSE REIMBURSEMENT. ESTIMATE OF TOTAL COST IS AVAILABLE IN ADVANCE UPON REQUEST.

HALF DAY \$375  
FULL DAY \$600  
PER HOUR \$120

- NON COMMERCIAL LOCATION PHOTOGRAPHY

THIS RATE APPLIES TO ALL PHOTOGRAPHY THAT IS NOT BEING USED AS A DIRECT OR INDIRECT TOOL FOR FINANCIAL GAIN. THINGS FALLING IN THIS CATEGORY INCLUDE ANY SORT OF PERSONAL PHOTOGRAPHS, SUCH AS WEDDINGS, SPORTS, PERSONAL EVENTS, CLASS PICTURES, ETC. THIS SESSION RATE IS FOR PHOTOGRAPHER'S TIME ON LOCATION. RATE INCLUDES CAPTURE TIME ALONE. ADDITIONAL CHARGES REQUIRED FOR POST-PRODUCTION. RATE DOES NOT INCLUDE EXPENSE REIMBURSEMENT. ESTIMATE OF TOTAL COST IS AVAILABLE IN ADVANCE UPON REQUEST.

HALF DAY \$190  
FULL DAY \$300  
PER HOUR \$60



## PHOTOGRAPHY AND SERVICE RATES

USAGE RIGHTS • FALL 2007

THERE ARE MANY FACTORS THAT FACTOR IN TO THE CALCULATION OF FEES FOR USAGE RIGHTS. THIS IS A SMALL INTRODUCTION TO SOME OF THESE FACTORS. ITS INTENT IS TO HELP EXPLAIN HOW I END AT A GIVEN FEE FOR A SPECIFIC TYPE OF USAGE. THERE MAY BE OTHER FACTORS TO CONSIDER WHICH I DO NOT LIST HERE.

- TYPE OF MEDIA

THE DESTINATION OF MY IMAGE FOR DISPLAY GREATLY CHANGES THE COST OF THE USAGE RIGHT. SOME TYPES OF MEDIA MAY BE WEB USE, MAGAZINE, NEWSPAPER, TELEVISION, BOOK, BILLBOARD, CORPORATE LITERATURE, ETC.

- CIRCULATION AND DISTRIBUTION

THE SIZE OF THE VIEWING BODY MODIFIES THE PRICE. CIRCULATION IS OFTEN THE WAY THIS IS CALCULATED. ALSO THE GEOGRAPHIC LOCATION OF THE AUDIENCE CAN MODIFY THE COST OF USAGE.

- SIZE OF IMAGE

THE PHYSICAL SIZE OF THE IMAGE, BOTH BASED PURELY ON DIMENSIONS OR RESOLUTION, AS WELL AS IN COMPARISON TO THE SIZE OF THE MEDIA IT IS BEING USED ON OR IN.

- LOCATION OF IMAGE

THE LOCATION OF AN IMAGE CHANGES THE COST OF USAGE RIGHTS. LOCATION IS WHERE, WITHIN THE MEDIA, WILL THE IMAGE BE USED. A COVER IMAGE TO A MAGAZINE WILL PRICE DIFFERENT THAN A FULL PAGE IMAGE WITHIN THE BODY OF THE MAGAZINE.

- CONTENT

THE TYPE OF CONTENT OF THE MEDIA THAT THE IMAGE ACCOMPANIES CHANGES THE COST.

- DURATION OF USE

THE LENGTH OF TIME THAT THE LICENSE IS IN EFFECT HAS A GREAT INFLUENCE ON THE COST OF THE LICENSE.

- IMAGE STYLE

A VERY UNIQUE IMAGE MAKES THE IMAGE MORE EXCLUSIVE, AND THEREFORE MORE VALUABLE.

- EXCLUSIVITY

IF A CLIENT REQUESTS EXCLUSIVE RIGHTS FOR A GIVEN DURATION, IT INCREASES THE COST OF THE LICENSE. THIS IS GREATLY DUE TO IT INHIBITING THE MONEY WHICH I AM ABLE TO GENERATE FROM MY WORK WITH LICENSING TO OTHER CLIENTS.

- COST OF PRODUCTION

IF I INCUR ADDITIONAL COSTS DUE TO A SPECIFICALLY REQUESTED USAGE, THOSE ARE FACTORED INTO MY USAGE RIGHTS FEES.



## PHOTOGRAPHY AND SERVICE RATES

TYPICAL COSTS • FALL 2007

- ASSIGNMENT RESEARCH

THIS RATE APPLIES TO THE TIME SPENT RESEARCHING A SPECIFIC ASSIGNMENT BEFORE THE SESSION, WHEN APPLICABLE.

PER HOUR \$20

- TRAVEL RATE

THIS IS FOR PHOTOGRAPHER'S TIME SPENT TRAVELING. THE REASON THIS FEE IS REQUIRED IS TO ENSURE THAT THE EXPENSE OF TRAVELING IS COMPENSATED. THIS IS FOR ACTUALLY TIME SPENT TRAVELING, AND IS SEPARATE AND NOT DEPENDANT ON SHOOT TIME. IF A SHOOT IS CANCELLED, BUT TRAVEL HAS ALREADY OCCURRED, CLIENT IS RESPONSIBLE FOR THAT EXPENSE. THE FIRST 45 MINUTES OF TRAVEL TIME, EACH WAY; OR 1 HOUR AND 30 MINUTES ROUND TRIP IS INCLUDED IN THE COST OF A SHOOT. THIS IS FOR TIME BOTH TO THE LOCATION AND FROM THE LOCATION.

PER HOUR \$15/TRAVELER

- MILEAGE

THIS IS RELATING TO COST OF TRANSPORTATION WHEN TRAVELING. IT IS TO COVER THE EXPENSE INCURRED BY THE PHOTOGRAPHER REGARDING THE MODE OF TRANSPORTATION. CALCULATION BEGINS AFTER THE FIRST 25 MILES ONE-WAY; OR 50 MILES ROUND TRIP. THIS IS FOR TIME BOTH TO THE LOCATION AND FROM THE LOCATION.

PER MILE \$0.50/TRAVELER

- DIGITAL DARKROOM

THIS FEE APPLIES TO TIME SPENT COLOR CORRECTING, BALANCING, AND PREPARING IMAGES FOR PRESENTATION. PREPRESS WORK IN PREPARING IMAGES FOR DIFFERENT TYPES OF PRINTING IS ALSO INCLUDED IN THIS RATE.

PER HOUR \$35

- CREATIVE FEE

THIS RATE IS FOR TIME SPENT PREPARING ALBUM LAYOUTS, SLIDESHOW CREATION, AND OTHER CREATIVE ASSEMBLY PROCESSES.

PER HOUR \$35

- STUDIO FEE

THIS RATE IS CHARGED FOR TIME SPENT IN STUDIO. STUDIOS REQUIRE SPACE RENTAL AS WELL AS EQUIPMENT SETUP TIME. FOR EVERY HOUR SPENT SHOOTING IN A STUDIO, THIS FEE IS APPLIED TO MY RATE.

PER HOUR \$40

- PRINT COST

PRINT COSTS VARY BASED ON NEGOTIATED TERMS, PRINT SIZE, QUANTITY ORDERED, AND USAGE.  
PRICE VARIES



## PHOTOGRAPHY AND SERVICE RATES

ADDITIONAL COSTS • FALL 2007

- OVERNIGHT FEE

TO COVER EXPENSES OF STAYING IN A LOCATION OVERNIGHT, THIS FEE IS APPLIED TO LONG DISTANCE LOCATIONS.

PER NIGHT \$150/TRAVELER

- RETOUCHING

THIS IS A SERVICE THAT INCLUDES PHOTOGRAPHY IMPROVEMENT; BLEMISH REMOVAL, RESHAPING, AND MANY OTHER IMPROVEMENTS. IF YOU WOULD LIKE YOUR IMAGE IMPROVED BY EDITING, THIS IS THE SERVICE YOU WILL NEED. I AM EXPERIENCED WITH RETOUCHING, BUT ALSO OFFER OUTSOURCING TO SPECIALISTS FOR AN EVEN MORE EXTENSIVE TOUCH. I CANNOT GUARANTEE THE SCHEDULING OF RETOUCH ARTISTS, AND OUTSOURCED FEES MUST BE PAID IN ADVANCE. I DIRECTLY PASS ON THE FEE THEY CHARGE ME. AN IMAGE CAN REQUIRE ANYWHERE FROM 5 MINUTES TO 8 HOURS TO RETOUCH, BASED ON DESIRED OUTPUT. AFTER DISCUSSION OF WHAT YOU'RE LOOKING TO ACHIEVE, AN ESTIMATE CAN BE DELIVERED.

IN-HOUSE RETOUCHING, NON-COMMERCIAL	\$35/HR, NO MINIMUMS
IN-HOUSE RETOUCHING, COMMERCIAL	\$50/HR, NO MINIMUMS
TOUCH OF GLAMOUR	\$40/IMG AVERAGE.
GLENN FERON	\$125/HR, 2 HOUR MINIMUM

- COPYRIGHT FEE

THIS IS A DIRECT COST OF COPYRIGHTING MY WORK. I INCLUDE THIS FEE WHEN IT IS IMPERATIVE THAT THE WORK BE COPYRIGHTED OUTSIDE OF MY NORMAL COPYRIGHT SCHEDULE. THIS IS PARTICULARLY IMPORTANT WHEN MY WORK IS BEING PUBLISHED.

PER SESSION \$45

- MODEL

THIS IS THE APPROXIMATE RATE OF A PROFESSIONAL MODEL. RATES VARY BY MODEL AND BY SERVICE REQUESTED. FEE IS ASSUMED PER MODEL CONTRACTED FOR PRODUCTION.

PER HOUR \$50-\$200

- MAKE UP ARTIST

THIS IS THE APPROXIMATE RATE OF A MAKE UP ARTIST / STYLIST. WHILE THEIR COSTS AND EXPENSES MAY VARY, THESE RATES ARE APPROXIMATED BY LOCAL PROFESSIONALS WHO I WOULD HAVE ACCESS TO USING.

HALF DAY \$350

FULL DAY \$550



## PHOTOGRAPHY AND SERVICE RATES

TIME FOR PRINTS • FALL 2007

*TIME FOR PRINTS*, AS DEFINED BY [HTTP://WWW.WIKIPEDIA.COM](http://www.wikipedia.com) :

“**Time for Print** or **Trade for Print** is a term used in online modeling communities for a pro bono arrangement between a model and a photographer; it is often abbreviated **TFP**. Instead of paying for each other's services, the photographer agrees to provide the model a certain number of prints of the best photographs from the session and a limited license to use those prints in return for a broad model release.”

TIME-FOR-PRINT SESSIONS ARE EXTREMELY LIMITED AND ARE RESERVED FOR THOSE WHO MAY IMPROVE MY PHOTOGRAPHY PORTFOLIO. I USE MY PORTFOLIO AS A REFLECTION OF MY ABILITIES AND STYLE AS A PHOTOGRAPHER. THIS MEANS THAT WHEN I CHOOSE TO UNDERTAKE A TFP SESSION, MY GOAL IS TO CREATE PHOTOGRAPHS THAT WILL ENHANCE MY IMAGE AS A PHOTOGRAPHER. IT IS THIS REASON THAT I AM NOT ABLE TO ACCEPT ALL REQUESTS FOR TFP SESSIONS, EVEN WHEN THEY ARE REQUESTED BY VERY COMPETENT INDIVIDUALS.

WHEN REVIEWING AN APPLICATION FOR A TFP SESSION, I LOOK FOR A NUMBER OF FACTORS THAT LEAD TO A GOOD FINAL PRODUCT. I LOOK FOR MODELS WITH UNIQUE LOOKS. MODELS SHOULD TAKE CARE OF THEMSELVES PHYSICALLY AND MENTALLY, CARING FOR WHAT WILL END UP AS A SUBJECT MATTER IN A WORK OF ART. HEALTHY, VIBRANT AND BRIGHT. ABILITIES IN SELF STYLING AND MAKE UP ARE APPRECIATED ASSETS. ACCESS TO YOUR OWN WARDROBE AND ACCESSORIES IS ALSO A PLUS.

WHAT I DO *NOT* TAKE INTO CONSIDERATION IS PRIOR RESUME. IT DOES NOT MATTER TO ME WHO ELSE YOU HAVE WORKED WITH, OR WHAT YOU'VE BEEN ABLE TO DO WITH ANOTHER PHOTOGRAPHER. I BELIEVE THAT DESPITE DIFFICULTIES WITH PRIOR PARTNERSHIPS, EACH EXPERIENCE IS UNIQUE AND HAS ITS OWN POTENTIAL FOR SUCCESS.

- WHAT I PROVIDE IN A TFP SESSION

- MY TRANSPORTATION TO SHOOT LOCATION
- MY SERVICES AS A PHOTOGRAPHER, INCLUDING RETOUCHING AND PREPRESS WORK
- I WILL COVER A PORTION OF THE EXPENSES ASSOCIATED WITH THE SESSION
- WEB SIZED IMAGES, HIGH RESOLUTION IMAGES, AND SELECT PRINTS FROM THE SESSION
- ASSISTANCE IN CREATIVE DEVELOPMENT OF YOUR PORTFOLIO
- I RETAIN IMAGE COPYRIGHT, BUT GRANT YOU RIGHTS TO USE THE IMAGES FOR NON COMMERCIAL AND PORTFOLIO USE

- WHAT I EXPECT FROM A MODEL IN A TFP SESSION

- MODEL SHOULD BE ABLE TO PROVIDE THEIR OWN TRANSPORTATION TO THE SHOOT LOCATION
- MODEL PROVIDES SERVICE AS A MODEL, PREFERABLY INCLUDING HAIR AND MAKEUP WHEN POSSIBLE
- COVER A PORTION OF THE EXPENSES ASSOCIATED WITH THE SESSION
- MODEL'S SIGNATURE ON MODEL RELEASE, OUTLINING RIGHTS ASSOCIATED WITH IMAGES

- WHAT YOU NEED TO SUBMIT TO ME TO BE CONSIDERED FOR A TFP SHOOT

- CONTACT ME VIA EMAIL AT [BRUCE@BRUCEOBRYAN.COM](mailto:BRUCE@BRUCEOBRYAN.COM)
- YOUR CONTACT INFORMATION, TO INCLUDE NAME, ADDRESS, EMAIL, AND PHONE.
- ELECTRONIC PORTFOLIO, OR COLLECTION OF IMAGES THAT REPRESENT YOU, INCLUDING
  - IMAGE(S) THAT DISPLAY YOUR FACIAL FEATURES
  - IMAGE(S) THAT DISPLAY YOUR FIGURE FROM MULTIPLE ANGLES
  - IMAGE(S) THAT DISPLAY UNRETOUCHED REPRESENTATIONS OF YOU AS A MODEL