Usage and Estimate Assignment

Choose one of the shooting assignments below (client #1 or client #2) and complete both:
1. The attached usage form.
2. The attached estimate form.
   (Be sure that the amounts and production needs match the projected licensing on the usage form.)
3. Use the Photographer's Sample Rates to complete the forms. If the information is not shown on the Sample Rates you are expected to do the necessary research (airfare, hotels magazine circulation, driving mileage.)
4. You may also write a proposal or rational for your pricing.

For both shoots:
It is assumed you will shoot digital DSLR.
Assume you do not have to rent studio space or equipment.
The clients will provide photo credit.
Neither client wants exclusive rights, though client #2 wants limited rights.
While insurance is essential for commercial photographers, you do not need to price insurance on these jobs.

Client 1.
Designer Pat Kuleto, known for his Northern California restaurant interiors, needs some new photographs of his restaurant and inn, Nick's Cove on Tomales Bay, in Marshall, CA..
The restaurant requires an estimate for the following 4 photographs:
1. Exterior shots of three of the colorful waterfront cottages.
2. An interior shot of the restaurant.

Additional information:
a. This shoot requires at least one overnight stay. The few inns in this area are booked, so you must stay in near by Petaluma.
b. The restaurant plans to run an advertisement, in Martha Stewart Living, one time, using 2 of the photographs. Each photograph will be approximately a 1/4 page in size. The advertisement will be on inside pages of the magazine.
c. There will also be a brochure with a press run of 25,000 copies (1 time). All 4 photographs will be used in the brochure:
   1 on the cover (full-page), and 3 inside (a half-page each).

Client 2.
Frye Boots is introducing two new men's boot styles this year coinciding with the Frontier Days Rodeo this July 25th& 26th in Cheyenne, Wyoming
The company requires an estimate for the following 6 photographs.
1. A shot of each of the two new boot styles shot in your studio, without a model.
2. Four location shots of cowboys in action wearing the boots.

Additional information:
a. Frye Boots’ brochure will have a press run of 30,000 copies.
b. Five photographs will be used in the brochure.
   1 on the cover (full page), and 4 inside (a quarter-page each).
c. All six shots will be used on the company web site for 1 year.
   2 on the home page (half-page each), 4 (one-quarter page each) on a second level page.
d. The client would like limited rights for 2 years.
e. None of the images is to be sold to competing manufacturers.