Usage and Estimate Assignment

Due Monday, December 1st. (50 points: )

Price the assignment below 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.)

A surfboard manufacturer, Liquid Shredder, has two new boards they are introducing for the next season. The company requires an estimate for the following 5 photographs:
1. A shot of each of the new boards (two) shot in your studio.
2. Three location shots of the boards in action, at a beach on Oahu’s north shore in January.
   The manufacturer will provide the models for these images.
3. You will need to rent a long lens (at least 400mm) for the location shoot.
   (Check prices at BorrowLenses.com)

Important information:
   a. Liquid Shredder’s brochure will have a press run of 30,000 copies.
   b. Three photographs will be used in the brochure.
      1 on the cover (full page), and 2 inside (a quarter-page each).
   c. Two shots will be used on the company web site for 1 year.
      1 on the home page, 1 on a second level page.
   d. The client would like limited rights for 2 years.
      None of the images is to be sold to competing manufacturers.
   e. The conditions are predicted to be best for monster waves and endless barrels next January, so you must shoot that month.
   f. No rush charges are anticipated.