

PHOTOGRAPHER'S SAMPLE RATES
IMAGE LICENSING

The following rates are rough representations of fees charged by commercial photographers in large metropolitan areas of the United States. These numbers are to serve as a starting point for your calculations.

MAGAZINE ADVERTISING

IMAGE SIZE	CIRCULATION	PRICE per image
FULL PAGE	4,000,000 PLUS	\$900
	2,000,000 - 3,999,999	\$775
	1,000,000- 1,999,999	\$700
	500,000 - 999,000	\$650
	100,000 - 499,000	\$575
	UNDER 100,000	\$500
1/2 PAGE	4,000,000 PLUS	\$625
	2,000,000 - 3,999,999	\$525
	1,000,000- 1,999,999	\$425
	500,000 - 999,000	\$400
	100,000 - 499,000	\$350
	UNDER 100,000	\$300
1/4 PAGE OR LESS	4,000,000 PLUS	\$400
	2,000,000 - 3,999,999	\$350
	1,000,000- 1,999,999	\$325
	500,000 - 999,000	\$300
	100,000-499,000	\$285
	UNDER 100,000	\$275

WEB PAGE

LOCATION	TIME PERIOD	
Home Page	(per image, one year usage)	\$1700
2nd Level	"	\$ 775
3rd Level		\$ 550

ADVERTISING BROCHURE

IMAGE SIZE	PRESS RUN	PRICE per image
COVER FULL PAGE	2,000,000 - 4,000,000	\$2455
	1,000,000 - 1,999,999	\$2135
	500,000- 999,999	\$1730
	100,000 - 499,999	\$1425
	50,000 - 99,999	\$1075
	20,000-49,999	\$975
	10,000-19,999	\$725
	5,000-9,999	\$625
	UNDER 5,000	\$570
INSIDE FULL PAGE	2,000,000 - 4,000,000	\$1775
	1,000,000 - 1,999,999	\$1540
	500,000- 999,999	\$1320
	100,000 - 499,999	\$1100
	50,000 - 99,999	\$980
	20,000-49,999	\$870
	10,000-20,000	\$755
	5,000-9,999	\$675
	UNDER 5,000	\$575
INSIDE 1/2 PAGE	2,000,000-4,000,000	\$1298
	1,000,000 - 1,999,999	\$1166
	500,000- 999,999	\$872
	100,000 - 499,999	\$650
	50,000 - 99,999	\$578
	20,000-49,999	\$520
	10,000-20,000	\$500
	5,000-9,999	\$470
	UNDER 5,000	\$425
INSIDE 1/4 PAGE	2,000,000-4,000,000	\$1050
	1,000,000 - 1,999,999	\$866
	500,000- 999,999	\$722
	100,000 - 499,999	\$570
	50,000 - 99,999	\$470
	20,000-49,999	\$445
	10,000-19,999	\$375
	5,000-9,999	\$325
	UNDER 5,000	\$300

SAMPLE EXPENSES

DIGITAL

Digital Capture

A charge for every picture shot digitally. (Equates to the cost of film and processing.)

Fewer than 50 Captures (base minimum): \$250

Up to 100 Captures: \$300

Up to 200 Captures: \$400

Up to 400 Captures: \$750

Up to 500 Captures (base maximum per day): \$850

4x6 digital proof prints .30

File Handling & Post Production

CD/DVD burning: \$40 -\$65/disk

FTP uploading: \$75 -\$150

Digital Post-production (retouching): \$150 -\$200/hour

MISCELLANEOUS

Mileage .60 - \$1.50 per mile

Weather Delay Fees: range from \$150 a day to \$5,000 the median is about \$1,000.

Food Stylists: charge \$200 to \$600 a day, depending on experience and difficulty of subject (pizza, ice cream and chocolate are considered among the most difficult foods)

Models charge \$150 - 500 per hour.