

October 5, 2004

Dave Delario
Mensen Advertising
10101 Main Street
Clarence, NY 14031

Estimate: For the photography and uses described below.

Client: Merck & Company

Description: Close up view of drug packaging and fall allergens-- ragweed, goldenrod, and timothy hay arranged on white background. Fee includes the finding and gathering of allergens. To be captured at 3000 x 2000. This estimate is good for thirty days or until the first snow of the season.

Copyright: Retained by photographer.

Terms: 50% of estimate to start job, 50% due on delivery. 2% on unpaid balance.

Proposed Use: For unlimited use for one year as an insert photo in the "Life is Good" ad to be run inside the AARP Bulletin. Image size to be 2x2 or smaller. Additional uses to be negotiated.

Charges:	Photography	\$1800.00
	Props & Backgrounds	\$197.64
	Additional Production	\$410.53
	Usage Fee	\$3600.00
	Digital Processing	\$300.00

	Total	\$6308.17