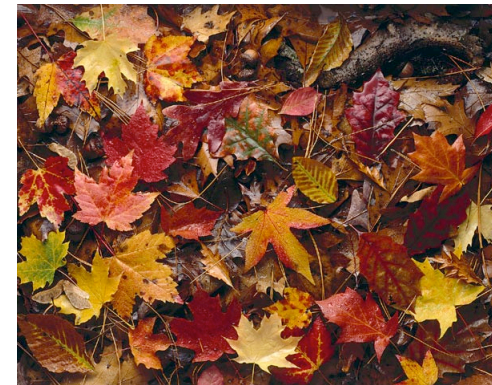
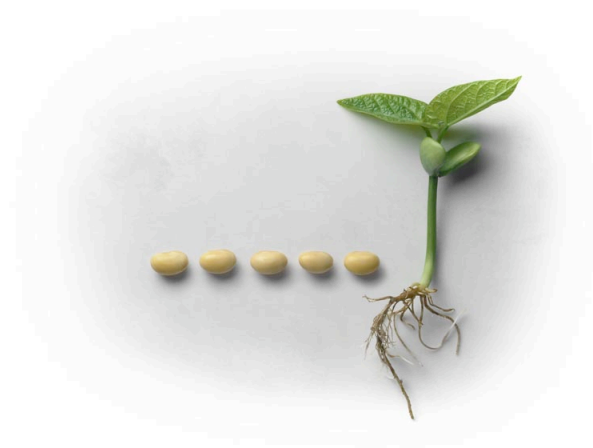


Photography Value and Markets

We Just Need...





a.



b.



c.

Usage: An Introduction

Medium

Quantity

Duration

Size

Publication

Region

Language

Markets

Market Levels

Locations

Segments

Specialties

Market Levels



Locations

Metropolitan Areas

Cities

Small Towns

Rural Areas

Segments

Advertising

Editorial

Corporate

Institutional

Retail

Stock

Advertising

Fees Highly Variable

Subjects Unlimited

Supervision Tight

Skill Level High

Usage Potential High

Editorial

Fees Inflexible or Fixed

Subjects Varied

Supervision Minimal

Skill Level Variable

Usage Potential Moderate

Corporate

Fees Competitive

Subjects Limited

Subject Matter Moderate

Skill Level Moderate to High

Usage Potential Moderate

Institutional

Fees Fixed or Inflexible

Subjects Often Limited

Supervision Moderate

Skill Level Moderate

Usage Potential Low

Retail

Fees Variable to Competitive

Subjects Often Limited / Unlimited

Supervision Low

Skill Level Varies

Usage Potential Low

Stock

Fees Competitive

Subjects Unlimited

Supervision Low

Skill Moderate to High

Usage Potential High

Potential Income



Other Pricing Factors

Risk

Skill

Special Equipment

Competition

Client's Need

Deadline



Feedback and You

You are here. Enjoy your visit.



Assignment 3

1. Read chapters 5, 7, 8
2. Based on your income needs and the Profit and Loss statement you prepared last week (Assignment 2), determine
 - a. the number of sales you will need to make per year
 - b. the average income each sale must generate.

Give a brief explanation of your calculation.

Your Bottom Line, Your Bottom Price

Time + Expenses + Overhead = Your Cost

High Fixed Expenses.

Squeezed Profit

Inflexible Market



Lower Fixed Expenses.

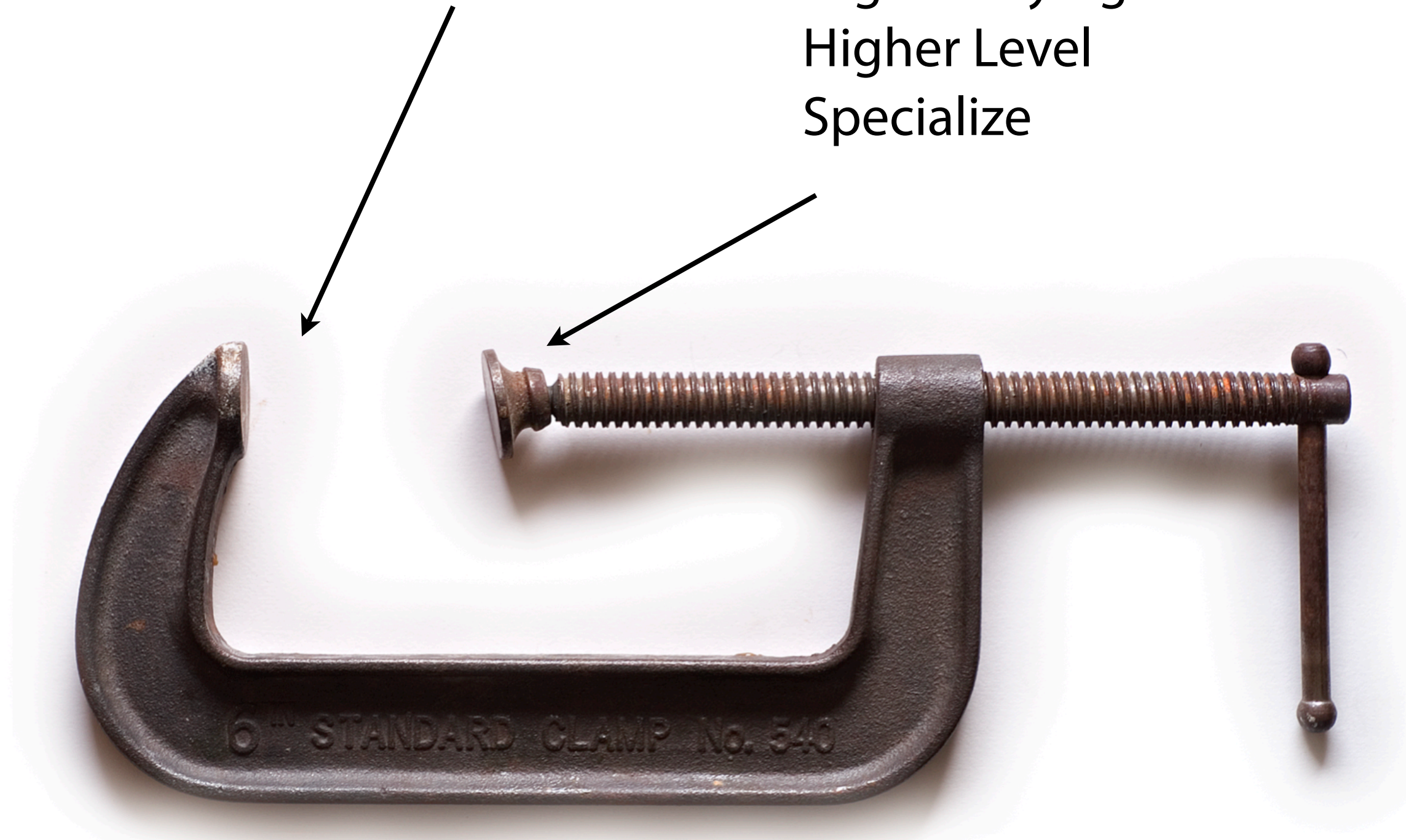
Larger Profit

Inflexible Market



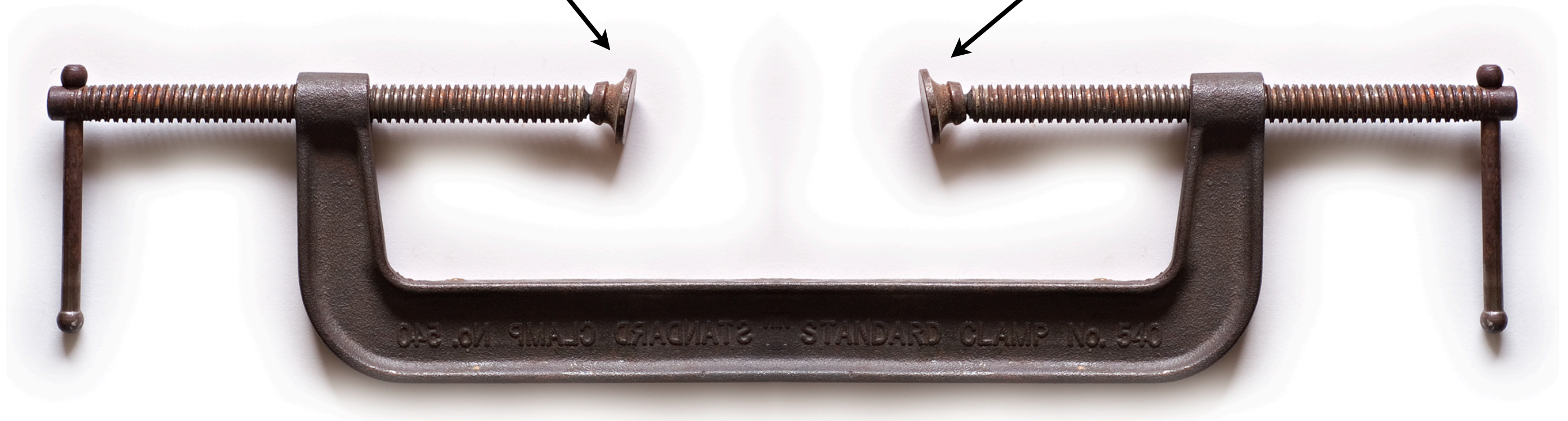
Minimize Fixed Expenses.

Expand Your Market:
More Sales
Higher Paying Sector
Higher Level
Specialize



Adjust Your Overhead.

Respond To Needs



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