

Making Business Agreements



An oral agreement isn't worth the paper
it's written on.

—*Ancient Wisdom*

Contracts

Estimate?

Bid?

Quote?

Confirmation?

Invoice?

License?

Estimate

A best guess at what a project will cost

Quote

An estimate that is expected to be a final price and which will remain in effect for a fixed length of time.

Bid

A competitive quote, to be compared with other bids, often in search of the lowest price.

Confirmation

Written, signed agreement to all of the terms of an estimate, bid, or quote.

Invoice

Final presentation of charges to a client
for payment.

License

Written grant of the permitted rights to the buyer of the photograph.

Anatomy of a Form Agreement

Your Logo

The Date

Your Buyer

The Client

The Job Description

Payment Terms

Use of Photos

Charges



October 5, 2004

Woody Packard
Woody Packard Photography
234 Milburn St.
Rochester, NY 14607

Estimate: For the photography and uses described below.

Client: Flower City Printing, Inc.

Description: A sample project for the RIT business class. A location photograph of a model walking with his dog in an open field. Wardrobe to be supplied by client. Images to be captured at 2000 x 3000.

Copyright: Retained by photographer.

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

Proposed Use: For one time use in corporate brochure.

Charges:	Photography	\$450.00
	Film & Processing	\$24.95
	Props & Backgrounds	\$14.64
	Additional Production	\$181.02

	Total	\$670.61

An Estimate



October 5, 2004

Woody Packard
Woody Packard Photography
234 Milburn St.
Rochester, NY 14607

Estimate:	For the photography and uses described below.
Client:	Flower City Printing, Inc.
Description:	A sample project for the RIT business class. A location photograph of a model walking with his dog in an open field. Wardrobe to be supplied by client. Images to be captured at 2000 x 3000.
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Charges:	Photography	\$450.00
	Film & Processing	\$24.95
	Props & Backgrounds	\$14.64
	Additional Production	\$181.02
	Total	----- \$670.61

Job Description

Line Item Charges

Charges:	Photography	\$450.00
	Film & Processing	\$24.95
	Props & Backgrounds	\$14.64
	Additional Production	\$181.02

	Total	\$670.61

Charges:	Photography	\$150.00
	Film & Processing	\$24.95
	Props & Backgrounds	\$14.64
	Additional Production	\$181.02
	Usage Fee	\$300.00

	Total	\$670.61

Example 1



Estimate: For the photography and uses described below.

Client: Paychex Advertising

Description: Photography for “It's Easy to Pick...” trade ad. Main shot of small bean plant, with additional shot of soy beans.

Copyright: Retained by photographer.

Terms: Net due in 30 days. 2% per month thereafter.

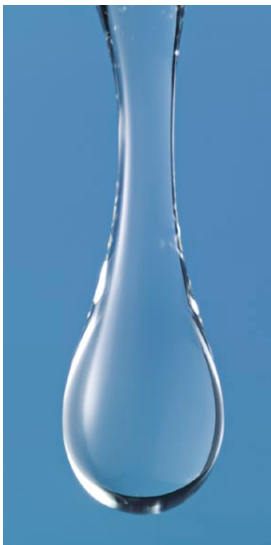
Proposed Use: For unlimited use in "It's easy to pick..." trade ad for one year.

Exclusivity: Non-Exclusive

Charges:	Photography	\$165.93
	Film & Processing	\$165.77
	Props & Backgrounds	\$18.30
	Usage Fee	\$950.00

Total		\$1300.00

Example 2



Estimate: For the photography and uses described below.

Client: Bausch & Lomb

Description: Three photographs for the Big Drop counter card and poster. Water Drop; Variations of solution bottle; Soft Contact Lens. Captured at 4500 x 3000.

Copyright: Retained by photographer.

Terms: Net due in 30 days. 2% per month thereafter.

Proposed Use: For unlimited one year use as in-office counter cards, posters, and collateral.

Charges:	Photography	\$5250.00
	Props & Backgrounds	\$122.00
	Total	<hr/> \$5372.00

Example 3



Estimate: For the photography and uses described below.

Client: Tungsten Pride

Description: Photography of seventeen rings. Price includes digital photography at 3000 x 2000; conversion of raw files; retouching and color correcting; sizing for web application; delivery of source files on CD.

Copyright: Retained by photographer

Terms: Net due in 30 days. 2% per month thereafter.

Proposed Use: For unlimited web site use by Tungsten Pride.

Charges:	Photography	\$1700.00
	File Prep	\$1020.00

	Total	\$2720.00

A Confirmation

WOODY
234 Milburn St. - Rochester NY 14607 - 585 232-1187
PACKARD >
www.woodypackard.com - woodywoodypackard.com
Photography

October 5, 2004

Woody Packard
Woody Packard Photography
234 Milburn St.
Rochester, NY 14607

Estimate: For the photography and uses described below.
Client: Flower City Printing, Inc.
Description: A sample project for the RIT business class. A location photograph of a model walking with his dog in an open field. Wardrobe to be supplied by client. Images to be captured at 2000 x 3000.
Copyright: Retained by photographer.
Terms: 50% of estimate to start job, 50% due on delivery. 2% on unpaid balance.
Proposed Use: For one time use in corporate brochure.

Charges:	Photography	\$150.00
	Film & Processing	\$24.95
	Props & Backgrounds	\$14.64
	Additional Production	\$181.02
Total		\$370.61

This agreement includes the terms on page 2 of this form.
Please sign, date, and return one copy of this estimate.

Authorized Signature: _____
Date: _____

Signature

Terms

A License



License: Upon full payment of all fees, expenses, and interest on late payments, the following uses are granted to the client named below.

Client: Tungsten Pride

Description: Photography of seventeen rings. Price includes digital photography at 3000 x 2000; conversion of raw files; retouching and color correcting; sizing for web application; delivery of source files on CD.

Copyright: Retained by photographer

Uses Granted: For unlimited web site use by Tungsten Pride.

Signature:

A handwritten signature in black ink, appearing to read 'Walter P. P.', written in a cursive style.

Date: October 4, 2005

License Terms

License:	Upon full payment of all fees, expenses, and interest on late payments, the following uses are granted to the client named below.
Client:	Flower City Printing, Inc.
Description:	A sample project for the RIT business class. A location photograph of a model walking with his dog in an open field. Wardrobe to be supplied by client. Images to be captured at 2000 x 3000.
Copyright:	Retained by photographer.
Uses Granted:	For one time use in corporate brochure.

Assignment 5

1. Read Chapters 12, 13
2. Prepare an estimate for a job that will come through your studio. It may be any photograph of your choice, but it must involve the services of at least one other person. The image you produce will be used in an advertisement inside the back cover of the AARP Bulletin. Assume that the art director has chosen you because your specialty is just what is needed for this photo.

The Client is Merck Pharmaceuticals. The buyer works for the client's advertising agency. Your image will run two inches square as an insert photo along with a 3/4 page main photo that will be supplied by a different photographer.