

ESTIMATE SAMPLE

(On Letterhead)

(Date)

To: Ms. Pat Buyer
Art Director/Buyer
Amiable Advertising

Subject: Slippery Snowmobile Photography Assignment

Dear Pat:

Thank you for the opportunity allowing me to present my estimate for the Slippery Snowmobile job. I am looking forward to finishing this part of our business together quickly so we can get on to the creative work. If you have any questions, please give me a call.

The assignment requires the creation of three photographs. One is an unmanned snowmobile in a snow-covered outdoor setting. The second is a snowmobile manned by two people being driven along a tree-lined and snow-covered path. The third is a single-manned snowmobile crashing through a small snowbank with snow flying through the air. Copies of the sketches supplied by you have been attached for reference.

The location for the work is to be in Colorado during the week of January 20 to 25. The deadline for delivery of finished images is no later than January 29. You require digital files of all images according to the specifications attached.

The usage rights required by the advertiser have been expressed as a "buyout." Understanding that this term can mean different things to different people I have provided pricing that accommodates different usage scenarios, one of which will certainly meet your client's needs. These options are offered subsequently.

The expenses that will be incurred include:

Assistants & stylist	\$ 1,750.00
Location scouting	1,200.00
Location permits or fees	600.00
Casting & models	4,000.00
Travel	2,900.00
Wardrobe	900.00
Film/processing/digital services	1,621.00
Total	\$12,971.00

Production fees are based upon eight days for preparation, travel, shooting, and post-production work plus the usage of the photographs.

Option 1: Transfer of full title to copyright allowing unlimited use for the duration of the copyright for a fee of \$45,000.

Option 2: Exclusive rights for three years allowing unlimited use for a period of three years from the date of first publication for a fee of \$30,000.

Option 3: Exclusive rights for one year allowing unlimited use for a period of one year from the date of first publication for a fee of \$15,000. One additional year of usage would increase the fee to \$25,000.

The total price of the assignment will be the total of the expenses plus the amount quoted in the option selected from the above list plus any applicable taxes.

Being fully insured, I am responsible for any liability incurred through my errors, omissions, and/or negligence. Likewise, Amiable Advertising is also responsible for any claims arising from its actions or failure to act.

Should there be weather delays on the assignment, my fee for such days will be \$800 for each day plus all expenses incurred including crew and model expenses. Any additional production days required to complete the assignment will be invoiced at \$1,600 per day plus all expenses incurred including crew and model expenses.

Invoices must be paid within thirty days of the invoice date. Unpaid invoices are re-billed after thirty days, and a \$50 rebilling fee applies. Payment is the responsibility of Amiable Advertising as the purchasing party. If Amiable Advertising's policy is to make its payments contingent on payment from Slippery Snowmobiles, then I require a purchase order to me from Slippery Snowmobiles so I can bill them directly, if need be.

All original film and images produced remain my property. In the unlikely event that the original images from this assignment are lost or damaged by any party after delivery to Amiable Advertising, the full extent of liability shall be the amount of the invoice for the above selected option.

Model releases will be secured from each person in the images. Copies of the model release to be used are attached. If a different model release is required, please notify me and provide a copy of the release with the acceptance of this estimate. A copy of the attached independent contractor agreement will be obtained from all service providers including models and assistants.

Any alterations, whether additions, subtractions or otherwise, made to the images after delivery by me are the responsibility of Amiable Advertising and its client. Should a

release acquired from a model fail to cover such alterations, it shall be the sole responsibility of the party authorizing such alterations.

Ordering any services to be rendered under this estimate is agreeing to its specifications, terms, and conditions, which become binding on both parties.

Once again, thank you for the opportunity to present this estimate. I will call you in a couple of days to follow up.

Warm regards,

Happy Shooter