

NEALE SMITH PHOTOGRAPHY

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GUIDE TO COPYRIGHT, IMAGE LICENSING AND FEES

This document is intended as a guide to help you my client understand as quickly as possible how I operate with regards to image use and copyright. It is not intended to intimidate or patronise, only to make sure there is a clear understanding from the point of commission.

Neale Smith owner of Neale Smith Photography retains copyright unless a sufficient buy out can be agreed prior to the commission, which is not usually called for due to the range of licenses I can offer.

I offer a range of very flexible licenses to cater for all my clients needs. Different clients require different freedoms with regards to how the images are finally used. The more freedom you require the higher the cost of the license. Licenses can be tailored to my clients exact needs, giving them the freedom they need to use them without having to come back to me to look for permission where necessary.

Even post commission if any extra licensing is required this can easily be accommodated.

The four main factors in determining the license costs are the media use, period of use (where applicable) territory of use, and how many parties the images are being shared with. Once I have established exactly how my clients want operate within those three parameters, I can then offer a clear and transparent estimate to carry out the work.

Some of these factors might not come into play for smaller commissions, don't be put off, as mentioned I offer the flexibility required for each shoot. No one shoot is the same, there are always a variety of factors to take into account, and this is the simplest way to work them out.

Commission fees are estimated prior to any work being carried out, I encourage site visits with my clients to clearly establish a shot list and look at any technical or creative hurdles where possible. Every project is different, and must be priced on specification, I take into account the following factors when calculating my costs:

- Pre-production
- Location time
- Post-production
- Image licensing
- Travel
- Expenses

One final and very important point to note. I don not under any circumstances provide my clients with unedited images. This is non-negotiable. My images are a representation of my business, and my business is based on providing a professional standard of finished image.

I very much look forward to hearing from you to discuss your photographic needs.