



seeing is believing

2009 - 2010

COMMERCIAL PHOTOGRAPHY & IMAGE CREATION

RATE CARD

LONGBRIDGE MEADOW, CULLOMPTON, DEVON. EX15 1BT

0800 234 3440 / 01884 210 292

www.BDiPhoto.co.uk

Standard Commercial Rates

Hi-Res - Product / Food / Studio Photography*

1First shot*	£50.00
2 – 4	£45.00 ea
5 – 8	£40.00 ea
9 – 15	£35.00 ea
16 – 21	£30.00 ea
22 – 30	£25.00 ea
31 – 50	£20.00 ea

*prices are for subsequent shots only i.e. each using the same background / scene settings etc. Each change of scene / background resets image count. Props & set design / build charged as per disbursements

Retouching (08:30 – 18:00)..... £50.00 / Hour

Med-Res - Catalogue / Volume Photography*:

1 – 20	£20.00 ea
21 – 30	£18.50 ea
31 – 50	£16.00 ea
51 – 75	£12.50 ea
76 – 100	£11.00 ea
101+	Please Call
Simple cutout	From £5 ea
Complex cutout	As retouching

General Rates

Half Day (4 hrs between 08:30 – 18:00)	£350
Full Working Day (8.5 hrs between 08:30 – 18:00)	£700
Additional Hourly rate (18:00 – 08:30 hours)	£125
Disbursements	@Cost +15%
Road Travel	40p / mile
Other Travel ^{^^}	@Cost +15%
Studio & Equipment Hire	@Cost +15%

^{^^}Payable in advance

Inclusive:

UNLIMITED DURATION COPYRIGHT LICENCE FOR ALL FINAL / APPROVED IMAGES

Free Postal / Hand Delivery – subject to location

Free Web Proof / Download Area – <http://shop.BDiPhoto.co.uk>

5 Working Day Job Turnaround

File sizes Hi-Res = c. 36 – 50 MB uncompressed

Med Res = c. 16 MB uncompressed

Options (strictly subject to availability):

2 day fast turnaround	+50%
24 hour / weekend turnaround	+100%
Emergency / <6 hour turn around	+200%
Exclusive Copyrights to all images produced	POA

Variations to fees

Subject to contractual variations and image licensing terms BDi (GB) Ltd may, on occasion, offer services at rates other than those than advertised herein.

A detailed *Quotation** will always be provided on request.

*(Where ambiguity may exist in the timescale for delivery / opportunity to undertake the agreed photographic services we would be happy to provide an *Estimate* on request.)

Unless otherwise quoted BDi's basic hourly rate is to be £82.50 per hour

Unauthorised usage fees:

In instances that unauthorised use of Material (intellectual property, images, photographs or graphics in whole or in part) or in case of use of material not expressly authorised by BDi (GB) Ltd or their representative agents, copyright infringement is deemed to have occurred, thus entitling BDi (GB) Ltd to exercise all rights and remedies available to it under copyright laws around the world.

By wilfully using material outside of an authorised manner a new agreement (in addition to any contract previously agreed - if applicable), for the use of the infringed material will be deemed to have commenced at the start of the unauthorised use. The unauthorised user (defined as the owner of the media on which the infringed material has been unlawfully copied, used, added or placed) shall be responsible for any damages resulting from any such copyright infringement, including any claims by a third party.

In addition and without prejudice to BDi (GB) Ltd's other remedies under these terms the unauthorised user agrees to pay a fee equal to the greater of five (5) times the *Relevant single instance Rights Managed licence fee* (as published - see**) for each and every use of the material, or, a sum equal to 75% of the total revenue generated by the unauthorised use of the material.

For the avoidance of doubt:

Minimum single instance Rights Managed licence fee:** **£75**

**NB: Usage multipliers apply on all licence fees subject to proposed usage, placement, media type and duration of proposed use. Please contact us for a quotation for fully released copyrights for image resale. Multipliers are calculated as per our online sales calculator at <http://stock.bdiphoto.co.uk>