



## SHARING THE COST OF ASSIGNMENT PHOTOGRAPHS

In an effort to help my clients maximize their marketing dollars, I have a program that allows multiple clients to share the cost of photographing a project.

On the majority of my assignments there are a number of parties who may have a need for the photographs. These other interested parties may be architects, developers, engineers, interior designers, contractors, tenants or product manufacturers. By sharing the costs for an assignment with other interested parties, you can obtain photographs for your marketing needs at a significantly reduced cost.

On each assignment, there are three costs segments. The first segment is the direct expenses. This includes assistants, travel, props, equipment rental, supplies or any other direct production cost incurred on the assignment.

The second cost segment is the production fee. This is the indirect overhead cost of producing the assignment and billed on a per-day basis.

The final segment is the license or reproduction fee. The license fee is based upon the clients intended use of the images.

On multiple client assignments the direct expenses and the production fees are divided equally among the participants. The savings can be dramatic!

Each of the clients is billed individually for their license fee based upon their intended use of the photographs.

To participate in this cost sharing program, additional clients must arrange participation prior to the date of the assignment.

Additional parties may not use the photographs without obtaining a license from James Cavanaugh.

Additional participant's who wish to license the use of the photographs after the date of production, may license those uses for prevailing stock license fees.

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