



**Artists Creative Agency LLC**  
621 Kalamath Street  
Denver CO 80204  
UNITED STATES

866.431.9222  
angela@artistscreative.com  
www.artistscreative.com

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**ESTIMATE**

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Jane Doe  
XYZ Clothiers, Inc.  
123 Main Street  
Kaandara CA 98765  
UNITED STATES  
(310) 555-1212

No: EBB\_SAMPLE\_100  
Date: 12 July, 2011

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**Job Description**

**PRE-PRODUCTION MEETING:**

**April 12, 2010**

**SHOOT DATE:**

**April 13, 2010**

**CONCEPT:**

**Branding/lifestyle imagery depicting confident XYZ Clothiers talent in action within a modern environment. Merchandise shown is from tailored clothing to casual wear.**

**Overall tone (including location) should echo XYZ Clothiers brand attributes: authentic, genuine, current/modern but accessible.**

**SHOT COUNT:**

**7 shots of XYZ Clothier, Inc. guys in tailored clothing and casual wear in a loft/work type environment or exterior. All single talent shots.**

**LOCATION:**

**Rustic/Loft-like type of workspace (should not feel residential). Ability to shoot interior and exterior.**

**Use of natural light if possible, exposed or rustic wood or brick, modern or sparsely furnished but not severe.**

**FILE DELIVERY:**

**RAW (format requested) Image brackets uploaded to client's FTP site. Client is responsible for the payment of all applicable sales and use tax.**

**Usage License**

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### **Estimate Terms**

**Estimate is valid for 30 days from the date of issue. Fees and expenses quoted are for the original job description and layouts only, and for the usage specified. Final billing will reflect actual expenses. A purchase order or signed estimate and 50% of the estimate total is due upon booking. All rights not specifically granted in writing, including copyright, remain the exclusive property of Noah Max Photography, Inc.**

### **Fees**

Pre Production @ 750.00 (Incl. Tech Scout/Pre-Pro Mtg)	750.00
Photographer's Creative Fee @ 2,250.00/day for 1 day	2,250.00
Licensing Fees @ 1,250.00	1,250.00
Fees total:	<b>4,250.00</b>

### **Crew**

Digital Supervisor @ 500.00/day for 2 days (Incl. Pre/Post/Wrap Time)	1,000.00
First Assistant @ 350.00/day for 3 days (1 Prep, 1 Shoot, 1 Returns)	1,050.00
Second Assistant @ 250.00/day for 1 day	250.00
Wardrobe Stylist @ 750.00/day for 4 days (1 Prep/1 Shoot/1 Returns - Client Providing Some Wardrobe)	3,000.00
Wardrobe Assistant @ 300.00/day for 1 day (Shoot Day Only)	300.00
Producer @ 700.00/day for 4 days (2 Pre-Pro/1 Shoot/1 Wrap)	2,800.00
Grooming/Make-Up @ 700.00/day for 1 day	700.00
Crew total:	<b>9,100.00</b>

### **Casting**

Casting Fee @ 2,500.00	2,500.00
Casting total:	<b>2,500.00</b>

### **Talent**

3 Adults @ 3,000.00 ea. (Billed to Client)	9,000.00
3 Agency Commission @ 600.00 ea. (Billed to Client)	1,800.00
Talent total:	<b>10,800.00</b>

### **Location/Studio**

Location Scout @ 600.00/day for 2 days (Incl. Location Gallery for Review)	1,200.00
Location Fees/Permits @ 3,000.00/day for 1 day (Incl. Site Rep & Permitting)	3,000.00
Per Location Insurance @ 100.00	100.00
Location/Studio total:	<b>4,300.00</b>

### **Rentals**

Camera & Lenses @ 500.00/day for 1 day	500.00
Computer/Laptop @ 500.00/day for 1 day	500.00
Lighting @ 450.00/day for 1 day (Incl. Pick-Up & Return)	450.00
Rentals total:	<b>1,450.00</b>

### **Sets/Expendable**

Expendables @ 350.00 (Incl. Tape, Floor Coverings, Etc.)	350.00
Sets/Expendable total:	<b>350.00</b>

### **Film/ Processing/ Prints/ Digital**

Digital Processing Fee @ 500.00 (Retouching & Prints NOT Incl.)	500.00
Film/ Processing/ Prints/ Digital total:	<b>500.00</b>

### **Wardrobe**

Wardrobe Rental/Purchase @ 1,500.00 (Incl. Stylist's Expenses - Meals & Transportation)	1,500.00
Wardrobe total:	<b>1,500.00</b>

### **Meals/Catering**

13 Meals Location/Studio @ 50.00 ea. (7 Crew/3 Talent/3 Client; Incl. Set-Up/Delivery/Bev's/Snacks)	650.00
Meals/Catering total:	<b>650.00</b>

**Travel**

Parking/Tolls/Gas/Mileage @ 100.00 (For Location Scout) 100.00  
Travel total: 100.00

**Shipping/Messengers/Transfer**

Courier/Messengers @ 100.00 (ONLY as Needed) 100.00  
Shipping/Messengers/Transfer total: 100.00

Signature \_\_\_\_\_ Date \_\_\_\_\_  
Sub Total 35,600.00  
Talent Fees Billed Direct -10,800.00  
Sub Total Less Talent Fees 24,800.00  
Total (USD) 24,800.00

Client signature required upon job being awarded/prior to commencement of production.

This estimate is valid for 30 days from date of issue. Photographer's final invoice will reflect the actual total costs plus applicable sales and use taxes. Fees and expenses are for the above specified job description only. All production expenses must be paid in advance and prior to any shooting. All delays due to weather conditions including but not limited to forest fires, require the payment of 100% of all expenses and 50% of the pro-rata share of the photography fees. Crew rates are based on an 10 hour day. If crew services exceed 10 hours in one day client must pay crew overtime at the rate photographer is required to pay them. Client must have its authorized representative present during all shooting to approve all photographs. If no representative is present photographer's interpretation and all photographs will be deemed accepted. Client will pay 100% of all fees and expenses for any re-shooting requested by client. If client postpones or cancels any shoot date without photographer's prior written consent client must pay 50% of the pro-rata share of the photography fee. If client postpones or cancels any shoot date client must in any event pay all expenses in connection with any postponed or canceled shoot. Images delivered via electronic transfer. Photographer may not transfer any tangible personal property containing the images, such as electronic media or hard copies, to agency or to client unless sales and use tax is paid by client. Client is in any event responsible for the payment of all applicable sales and use tax. If photographer is delayed or interrupted in or prevented from, the performance of its obligations hereunder by reason of an act of God, fire, flood, war, public disaster, strikes or labor difficulties, governmental enactment, regulation or order, any failure or serious disruption of computer, electronic equipment, communications, or transportation networks or systems, or any other cause beyond its control, photographer will not be liable; and the time for the performance of its obligations will be extended for a period equal to the duration of the contingency that occasioned the delay, interruption or prevention. Invoice is payable upon receipt. Failure to make payments voids any license granted and constitutes copyright infringement. All rights not specifically granted in writing, including copyright, remain the exclusive property of Noah Max Photography, Inc.