

fotoQuote[®] Pro

The Industry Standard for Pricing Stock and Assignment Photography

Cradoc fotoSoftware

fotoQuote[®] Pro Version 6

User's Guide

For Macintosh and Windows

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All examples in this program are for informational purposes only. Even the terms and conditions that are from various national photographic organizations may have legal aspects that might vary from State to State. In all cases, to best protect yourself legally you need to show the terms and letters you plan to use to a lawyer and make any changes to match your specific situation.

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Welcome to *fotoQuote*® for Macintosh and Windows computers. You've purchased the fastest and most accurate guide for the pricing of stock and assignment photography available today.

You now have a pricing expert looking over your shoulder who will help you determine a fair value for your work.

FotoQuote guides you through the steps of stock and assignment photography pricing and negotiating. By making simple selections in *fotoQuote* you'll get up-to-the-minute industry prices and expert negotiating advice. If you sell one picture a year or 1,000, you will benefit immediately by using *fotoQuote*.

FotoQuote Assignment Pricing gives you access to advice from some of the top assignment photographers in the US.

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manual design:
imageray media creations

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Installing fotoQuote

Minimum System Requirements

Mac OS X 10.4.8*:

PowerPC G3, G4, G5 or Intel-based Mac, 256 MB of RAM

Mac OS X 10.5:

PowerPC G4 (867MHz+), Power PC G5, or Intel-based Mac, 512 MB of RAM

Windows XP Professional, Home Edition (Service Pack 2)*:

Pentium III 500MHz or higher, 256MB of RAM
SVGA (800 x 600) or higher resolution video adapter and display

Windows Vista Ultimate, Business, Home*:

800 MHz 32-bit (x86) or higher, 512 MB of RAM
SVGA (800x600) or higher resolution video adapter and display

Note: Windows users must have Quicktime installed. Download it for free at <http://www.apple.com/quicktime>

* Version stated is the minimum requirement. The software may also work with later versions certified by FileMaker, Inc.

Installation for Mac

For best results, turn off all anti-virus software before installing.

1. Insert the fotoQuote CD into your CD/DVD drive or download the software from the Internet to your desktop and unzip.
2. Double-click the “install fotoQuote 6.dmg to mount the disc image.
3. Double-click the “install fotoQuote 6” icon.
4. Follow the installation instructions.
5. Open the fotoQuote folder in your Applications folder and drag the Camera Icon to your Dock.
6. To run fotoQuote click the camera icon in the Dock.

Installation for Windows

For best results, turn off all anti-virus software before installing.

1. Insert the fotoQuote CD into your CD/DVD drive or download the software from the Internet to your desktop and unzip.
2. Double-click the “Install fotoQuote 6.exe” icon.
3. Follow the installation instructions.
4. To run fotoQuote double click on the desktop shortcut with the fotoQuote camera icon.



Backing Up fotoQuote!

Back Up Your Program: You must back up your fotoQuote data on a regular basis! Backing up fotoQuote is easy. Simply copy the entire fotoQuote Pro folder to a CD or external hard drive. On Mac, the fotoQuote Pro folder is in your Applications folder. On Windows, it is in the root directory of your C: drive. It is also a good strategy to keep some older backups in case your program becomes corrupted from a crash and you don't discover the problem immediately.

We cannot offer any support if your computer crashes and you do not have a current fotoQuote back-up!

Registering Your Program

The first time you run fotoQuote, you will be asked to register your copy of fotoQuote. Enter your first and last name and your fotoQuote serial number. Your serial number is located on the invoice that you received with your program or via the email we sent you if you downloaded it from the Internet.

Write your serial number on your CD with an archival marker, print the email with the number for future reference, or backup your download onto a CD and write the serial number there.

We offer free support, but looking up lost serial numbers was becoming a real problem. There is now a \$10.00 charge for replacing lost registration information. Write your number on your CD or backup for future reference!

Activation

The activation process will be initiated the first time you launch fotoQuote. Online the process takes just a few moments. Follow the steps outlined in the dialog boxes to activate your software. Activation ensures that you and/or your organization have a genuine copy of our software. It helps protect Cradoc fotoSoftware from unauthorized distribution of its software.

The only information we receive from your computer during activation is your computer's ID. We attach that ID to your name and serial number in our records so we can keep track of your activations should you need assistance in the future.

Technical Support

Technical support is available to registered users of fotoQuote. We are a very small company and the only way we can continue to provide you with free support is if you do your share of the work first. Please read through the manual carefully. We ask that all support questions be

emailed to us at support@cradocfotosoftware.com. This is the quickest way for you to get an answer to your question. There is a charge for replacing lost serial numbers.

If you are a new user and are having a problem installing fotoQuote, and you've read and followed the installation instructions, call us at 360-945-1380. We'll help you get your program running.

Preparing Your Company Logo

We have templates for sizing your logo available in the support section of our website (www.cradocfotosoftware.com/support). If you would prefer to start from scratch, in Photoshop (or other graphics editor) create a 1980 pixel wide by 350 pixel high 300 dpi image. This is the size of the header for the printed quote in fotoQuote. Position your logo within the boundaries of this document. Save the file as a layered Photoshop file in case you need to edit it later. Now, save or export the logo as a high quality RGB, JPEG or flattened TIFF to import into fotoBiz. **NOTE:** JPEGs must be RGB to display correctly. TIFFs can be RGB or grayscale.

Electronic Signature

FotoQuote gives you the option of importing a digital signature that you can use to "sign" your quote before printing or creating PDFs to email.

Creating a Digital Signature

We have templates for sizing your signature available in the support section of our website (www.cradocfotosoftware.com/support). If you would prefer to start from scratch, in Photoshop (or other graphics editor), create a 990 pixel wide by 245 pixel high 300 dpi image. Put a horizontal guide at 180 pixels from the top. This will represent the signature line in the program. Next place a scan of your signature on a layer in the document and scale it to fit with the boundaries of the new document and so that it sits on the signature line guide (you can also use a graphics tablet to create your signature). Save the file as a layered Photoshop file in case you need to edit it later. Now, save the signature as a high quality RGB, JPEG or flattened TIFF to import into fotoBiz. **NOTE:** JPEGs must be RGB to display correctly. TIFFs can be RGB or grayscale.

For details on the Print Quote Setup, see page 16.

fotoQuote Setup - cont.

FotoQuote displays an average price for each usage, and a price range is also calculated for the usage. Normally the price range is from 75% to 150% of the average price. You can change the percentages that will be used in this range. These percentages are used for ALL categories, not just the current category.

The screenshot shows the 'fotoQuote Setup' window with several sections and annotations:

- Modify the % for the base price in a category:** Points to the 'Selected Category Setup' section where the base price for 'Brochure' is set to US \$375. A 'Change' button is visible.
- Add keywords to make it easier to find categories:** Points to the 'Keywords for this Category' text box containing 'flyer pamphlet leaflet'.
- Set the size of the fotoQuote window:** Points to the 'Screen Size' options: 'Big' (selected) and 'Small'.
- Manually adjust currency conversion rates:** Points to the 'Currency Conversion' section, which includes a table of conversion factors and a world map.
- Convert fotoQuote's U.S. rates to other currencies:** Points to the 'Set currency for new quotes' section with a world map.
- Adjust the % for the price range:** Points to the 'Overall Price Adjustments' section, where the price range is currently set between 75% and 150%.
- Adjust all of fotoQuote's base pricing by a fixed percentage:** Points to the 'Overall Price Adjustments' section, where displayed prices are currently 100% of the base price.
- Use the phone order form to help ask the right questions:** Points to the 'Print Stock Order Form' button.

Changing Prices

Displayed prices are 100% of the suggested fotoQuote prices. You can raise or lower ALL of the prices in fotoQuote by changing this number. Enter 1.1 (for 110%) to display all prices 10% higher than the fotoQuote suggested prices. Enter .9 (for 90%) to view all prices 10% lower than suggested. This does not change the actual prices in fotoQuote, it just adjusts the display of the suggested price. If you want to permanently change the base price in a selected category, enter the new price in the Change box and click the Change button. Before you do this make a note of the original fotoQuote price just in case you want to change it back later. There is no undo button.

fotoQuote Setup - Currencies

There are seven currency rates to choose from in fotoQuote, including the US Dollar. Two of the currency options can be customized. FotoQuote's US price will be displayed in the currency you click on the world map. These prices are not necessarily what the going rate is in the country involved. The actual price may be higher or lower. This feature helps you get a sense of the value you're being offered when you sell overseas. Also, if you live outside the US you can customize fotoQuote's prices, and turn fotoQuote into a local program.

Check current currency conversion rates online

Currency Conversion Factors		
Euro	€	.7582
British Pound	£	.7052
Canadian Dollar	\$	1.261
Australian Dollar	\$	1.471
New Zealand Dollar	\$	1.781
Indian Rupee	Rs	51.04

Set currency for new quotes:

World Map with buttons: Canadian \$, US \$, British £, Euro €, Australian \$, New Zealand Dollar \$, Indian Rupee Rs.

Custom buttons: Custom New Zealand Dollar \$, Custom Indian Rupee Rs.

Manually adjust currency conversion rates

Enter a customized currency, its symbol, and rate

Click on a currency option on the map to change currencies and create a new quote in that currency. You will then be able to price usages in that new currency

The date the currency rate was last updated displays on the main Stock Pricing screen above the price window. If you are using currencies other than the US Dollar, be sure to check and update the conversion rate before creating a new quote.

fotoQuote - Stock Pricing

In fotoQuote pricing stock photography is as simple as finding the correct category and then coming up with a price for your usage. FotoQuote displays average prices for all categories, along with a price range. Every stock sale is a negotiation. Do some research in the Coach to help you decide on a price and prepare for the negotiation. Start with the number 1 below, then follow the simple steps to find a price.

1 Click on the Stock Pricing Tab

6 Click the Usage tips, Coach and Rights Granted tabs to read tips that will help you negotiate a price

2 Select a usage type from this drop down menu

3 Choose a category or search for one. When conducting a search, it is best to use single word search criteria

5 View the average price in this window and see the price range below the price window

4 Select from the criteria options

8 Add the current usage to a quote that you are building

9 The details of the current quote you are building display here

10 Print the current quote or view past quotes

7 Create a new quote

Click here to view the information in a larger window or to print the tip

Adjust fees for special situations

Adjust fees for geographic regions

This allows you to provide us with information about your negotiated uses

The screenshot shows the 'STOCK PRICING' tab in the fotoQuote Pro 6.0 software. The interface includes a top navigation bar with tabs for 'STOCK PRICING', 'ASSIGNMENT PRICING', 'MAGAZINES', 'QUOTE PACKS', and 'SETUP'. The main window is titled 'Brochure' and displays a search results page. On the left, there is a 'Select Category' dropdown menu with options like 'Ad Slicks', 'Advertorial.Print.Magazine', and 'Brochure'. The central area shows 'Usage Tips', 'Coach', and 'Rights Granted' tabs, with the 'Usage Tips' tab active, displaying text about brochure pricing. On the right, there are 'Press Run' and 'Image Size' selection options. At the top right, the current price is shown as '\$ 375' with a range of '\$281 - \$375 - \$562'. Below the main window, a 'Current Quote' table is visible, showing two items: 'Magazine Editorial.Consumer' with 'Double Page' usage for '25k to 50k' at '\$803.00', and another 'Magazine Editorial.Consumer' with 'Cover' usage for '25k to 50k' at '\$1,033.00'. The bottom of the interface features tabs for 'Current Quote', 'Value Added', 'Geographic Factors', and 'Pricing Feedback', along with a 'New Quote' button.

Current Quote	Value Added	Geographic Factors	Pricing Feedback	fotoQuote® Pro 6.0
Current Quote: Northwest Travel • Northwest Vacation				
Magazine Editorial.Consumer		Double Page	25k to 50k	\$803.00
Magazine Editorial.Consumer		Cover	25k to 50k	\$1,033.00

fotoQuote - Quote Packs

The chart below helps you see exactly what usages are included in each Quote Pack. To the right is a general overview and definitions for each Quote Pack.

Click on one of the column headings to sort the data by quote pack type

Click to sort by usage type

Quote Pack Usages	All Advertising & Marketing	All Advertising	All Marketing Material	In-Store Display	Print Advertising & Web	Promotional Materials Print & Web	Web Pack
Ad Pads				•			
Annual Report			•			•	
Billboard	•	•					
Brochure or Direct Mail	•	•				•	
Case Cards				•			
Catalog	•	•					
Ceiling Dangles				•			
Corp/Promo Site	•	•			•	•	
Electronic Brochure	•	•				•	
Event Program	•	•			•	•	
External Newsletter	•	•					
External Presentation/Report			•				
Floor Display				•			
Free Standing Insert	•	•			•	•	
In-Store Display or Poster	•	•	•				
Magazine and Newspaper Ads	•	•			•	•	
Mobile Device	•	•			•		•
Press Kit/Press Release			•				

General overview and definitions for each Quote Pack

The new Quote Packs in fotoQuote give you the ability to bundle different types of license usages together when licensing a rights-managed image for advertising or promotional use.

Pricing with this type of Quote Pack is a great option for clients who ask you for all rights to an image. You can often convince the client that what they really need is this more affordable option that lets them have an unlimited use of the image, in multiple specific media types, for a limited period of time.

These Quote Packs give your client greater flexibility in how they wish to use the image(s) they license from you. They are afforded the freedom and convenience of using the image in a variety of ways as described in the Quote Pack, without having to come back to you to renegotiate for every use and at the same time you protect your copyright and control of your images.

fotoQuote - Assignment Pricing

In the Assignment Coach you'll find help and tips for pricing many types of assignments, from simple editorial jobs through complex jobs with half million dollar budgets. The Coach is rich with information about business practices, assignment pricing, creative fees, pricing strategies, and negotiation tips from nationally successful photographers. Information and prices in the Assignment Coach are based on interviews with assignment photographers throughout the US. Start with the number 1 below, then follow the simple steps to find a price.

1 Click on the Assignment Pricing Tab

2 Select an assignment topic

3 Read the coach and pricing information in this window

4 View information in a larger window or print the coach tip

5 Based on the information in the Assignment Coach, come up with a creative fee and use the Stock Pricing info to price your usages

Small Jobs to Large Jobs and Markets are Covered

In researching the Assignment section of fotoQuote, I spoke with photographers in all parts of the US, doing all types of assignments. I was surprised how consistent the pricing was, based more on the skill level and experience of the photographer than on the geographical locations. Obviously very small rural markets or very large and expensive markets will adjust the prices somewhat, and you will see these findings in the various Coach topics.

It's Always Been a Creative Fee and Usage

Photography has always been based on a creative fee plus usages. When the usages were simple, the two were usually lumped together as a Day Rate. Now that the usages are more complex, you need to rethink your method of pricing. The Assignment Coach is full of negotiating tips, background information, phone scripts and more to help you convince your client (and yourself) of the fairness of fee plus usage pricing.

Creating a New Quote

Click on the "New Quote" button in the lower right hand corner of the main Stock Pricing screen. On the Create New Quote screen (shown below) enter your client's contact information.

The screenshot shows the 'Create New Quote' window. On the left, there are input fields for 'Job Title', 'Client's PO', and 'Client's Job'. Below these is a 'Currency' dropdown set to 'US Dollar' with a '\$' symbol. A 'Client' section contains a 'Clear' button and fields for Name, Title, Company, Address, Location, Country, Phone, Fax, and Email. A 'Past Quotes' table on the right lists quotes with columns for Quote, Company, and Client. The first row shows '0', 'Northwest Vacation', and 'Ross Redding'. At the bottom are 'Cancel New Quote' and 'Create New Quote' buttons. A note at the bottom left reads: 'Enter your client's contact information in the above fields. NOTE: If the client has a Past Quote select it from the list on the right and the client's contact information will automatically be added in the Client field above. You can edit as needed. Then click the Create New Quote button.'

Enter a Job title to identify the quote

Selecting a past quote will copy the client information from that quote to the new quote

To change the currency go to the Setup screen

Enter Client information or select a quote from the "Past Quotes" window to duplicate client information

After entering the client information, click "Create New Quote"

If this is a client you've done business with before and you have a past quote for them, select that client from the list on the right and their contact information will be added automatically to the new quote. Any tax information that was used for this client will automatically be entered into the tax field on the Print to Quote screen. The default currency for quotes is the US Dollar. You can change the currency in the Setup screen and all new quotes will be created in the last currency that was chosen in the Setup screen.

Fill in the Job Title, Job Category, Client Job and Client PO. Once that information is entered, click the "Create New Quote" button, and you will be taken back to the Stock Pricing screen where you can begin adding usages to your quote.

Creating a Usage License

From the Stock Pricing screen select the "Add Usage to Current Quote" button, and refine your Rights Granted from the various drop down menus. When you are finished fine-tuning the usage or adding notes, select the "Add Usage to Current Quote" button and you will be taken back to the Stock Pricing screen where your usage will be listed at the bottom in the Current Quote section. To add additional usages to the current quote, repeat this procedure.

The screenshot shows a dialog box titled "Add to Current Quote" for a "Current Quote: Northwest Travel - Northwest Vacation". The dialog contains several fields and controls:

- Description:** A text input field.
- Quantity:** A dropdown menu set to "1".
- Price:** A text input field showing "\$375".
- License Duration:** A dropdown menu.
- Range:** A price range indicator showing "\$281 |----| \$375 |----| \$562".
- Usage:** A dropdown menu set to "Brochure".
- Press Run:** A dropdown menu set to "1k".
- Image Size:** A dropdown menu set to "1/4 Page".
- Territory:** A dropdown menu set to "US Only".
- Release Info:** A dropdown menu.
- Industry:** A dropdown menu.
- Rights/Exclusivity:** A dropdown menu.
- Restrictions:** A dropdown menu.
- Note:** A text area for adding details.
- Don't reset this group:** A checkbox.
- Buttons:** "Cancel" and "Add Usage to Current Quote".

Callout annotations provide additional context:

- "Refine usage information" points to the Usage, Press Run, and Image Size fields.
- "Set the license duration (the prices in fotoQuote unless otherwise stated in the criteria are for one year)" points to the License Duration dropdown.
- "Checking this box keeps the Rights Granted information for these three fields the same for use in the next quote you create" points to the "Don't reset this group" checkbox.
- "Select this button when you are done refining your usage to add it to the current quote" points to the "Add Usage to Current Quote" button.
- "Use the drop down menus to create a description of Rights Granted" points to the Rights/Exclusivity dropdown.
- "Use notes to add more detail to license information that will print on the quote" points to the Note text area.
- "If you selected a Geographic Factor from the Stock Pricing screen, that information will automatically be entered in the Territory field" points to the Territory dropdown.

This Add to Current Quote screen is where you create your license details (The RightsWriter). Filling out the fields on this screen will help you build your licensing agreement by selecting terms from the various drop down menus. If the description you are looking for isn't included in the list, choose Edit from the drop down menu to permanently add your new item.

Deciding what rights to grant with each image you are licensing is an important part of pricing your image. Stating your terms of doing business clearly and consistently is your best defense against the client trying to dictate your terms for you.

Working with the Current Quote

When you are finished adding usages to your quote, select the "Print or Select Quotes" button located on the Stock Pricing screen. In the Quote to Print screen you can continue to fine-tune your quote and review the license details.

If necessary, edit the usage criteria labels. For Usage Tips only categories, this criteria will need to be entered manually

Use the drop down menus to create or modify a description of Rights Granted

Enter or edit client and quote information

Select this button to preview and print your quote

Click to add a thumbnail, this image will appear on your quote* Then select the media type you are licensing

Select the usage that appears in the Edit License tab

View the license information

Copy the license information to the clipboard and paste it into the metadata of the image(s) you are delivering

* fotoQuote can create thumbnails from many of the common files formats such as JPEG, TIFF, and PSD. Thumbnails can also be created from some RAW, DNG, and PDF files. Large files will take longer to process.

Tax Rates and Additional Line Items

From the Quote to Print screen you can set your tax rate and add additional line items such as discounts or research fees. This version of fotoQuote allows for the setup of a single or dual tax system.

Single Tax Example:

You can edit the pop-up menus for the line item labels to add or delete items.

Select a percentage rate from the editable pop-up menu. Use a negative number to give your client a discount.

You can leave the rate field blank and manually enter an amount here.

For shipping or other charges leave this field blank and manually enter the amount in the field at right.

Enter the tax rate as a percentage amount. (e.g., 6.75% as .0675)

Check this box if this item is taxable. A tax rate must be entered in the rate field on the last line in order for the tax to be calculated properly.

-.05	Discount	-\$50.00	
Rate	SubTotal:	\$950.00	
	Shipping	\$10.00	<input type="checkbox"/>
.10	Sales Tax	\$95.00	
?	Grand Total:	\$1,055.00	

Dual Tax Example:

You can edit the pop-up menus for the line item labels to add or delete items.

Select a percentage rate from the editable pop-up menu. Use a negative number to give your client a discount.

You can leave the rate field blank and manually enter an amount here.

Enter the tax rate as a percentage amount. (e.g., 5% as .05)

Check this box if GST is taxable in your province. A tax rate must be entered in the rate field on the last line in order for the tax to be calculated properly.

-.05	Discount	-\$50.00	
Rate	SubTotal:	\$950.00	
.05	GST	\$47.50	<input type="checkbox"/>
.10	PST	\$95.00	
?	Grand Total:	\$1,092.50	

Print Quote Setup

The Print Quote Setup allows you to setup your company information and import your logo and signature. This allows you to create electronic versions of your quotes.* For logo and signature guidelines see page 6.

Your company information will print when you select "Text Only" as a letterhead type

Customize the text that prints on a quote

Customize the footer type

Use the import button to import your signature and logo

Blank - for preprinted letterhead
Graphic - to use the imported logo
Text Only - to use the text from the "Company Information" window

Note: In order for your contact information to be displayed with a logo when you select the Letterhead Type of Graphic, it must be designed that way as shown in the example above.

*The Mac has the ability to make PDF's built into the operating system, Windows users may need to use a utility that creates PDF's.

Magazine Database

Use the information in the Magazine Database to help in your negotiations with specific magazines. Knowing what the magazine charges for its ads will give you a good idea of their real budget. You can add new magazines or delete them by clicking on the small trash can. You can also edit the circulation, rates and notes of each magazine.

Edit circulation, rates, and notes

Filter the magazine list alphabetically

Add magazines to the database

Magazine	Circulation	1 Pg Color Ad	Creative Fee/Notes (Read Help Tab Below)
AAA Going Places	2,416,677	\$76,170	
AAA Midwest Traveler	473,462	\$11,759	
AAA Southern Traveler		\$6,342	
AARP Bulletin	20,826,083	\$331,600	\$500
AARP The Magazine	22,617,093	\$483,000	\$600-\$800
ABA Journal	266,341	\$26,035	
Access	11,000,000	\$121,000	\$600 + 120. web use in context
Advance for Nurses	83,500		\$500
Advertising Age	61,019	\$28,755	
Advisor Today	85,000	\$6,600	\$500-\$1100
Advocate	109,089	\$10,690	
Adweek	35,940	\$28,800	\$500
Agency		\$11,500	\$1,500 including expenses
Air & Space	220,715	\$17,875	\$400
Alaska	172,437	\$9,430	
Allure	1,016,324	\$86,725	
Alpha	12,996		

These are approximate values. For the most current data, check the Editorial Photographers' web site at www.editorialphoto.com.

Tip: Use the information in the Magazine Database to help in your negotiations with specific magazines. Knowing what the magazine charges for its ads will give you a good idea of their real budget. You can add new magazines or delete them by clicking on the small trash can. You can also edit the circulation, rates and notes of each magazine.

A New York photographer called us to find out how to deal with a magazine that had a 1.5 million circulation and offered to pay the photographer a license fee considerably less than a fair market price for the use of his photo. She checked the database and quickly noted that the magazine was charging their customers \$88,000 for a full page color ad. The photographer had some ammunition when she called back on the negotiation.

A True Story

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Disclaimer: This data is based on the information collected by the Editorial Photographers organization, and is intended for educational purposes only. The accuracy of the entries has not been verified by us. No one takes responsibility for the information - neither us nor Editorial Photographers. Any notes in the Creative Fee column have been collected from dialogs between EP photographers, probably not from the magazines themselves, and have not been verified either.

It's a good idea when you are adding your own information to the Fee column to put in a date and source of your information so you can quickly know how current the info is over a period of time. To get the most current information, check the EP website at: www.editorialphoto.com or the magazine's circulation information on their individual websites.

Tips on Pricing with fotoQuote

Negotiating is the Key

There are no fixed prices for stock photographs because each photo usage is made up of a subtle and unique set of circumstances that varies from sale to sale. You must ask questions to discover the unique circumstances for your current usage, and then find its price by negotiating.

FotoQuote is the most powerful pricing and negotiating program you can buy to increase your earning power. By studying the negotiating techniques outlined in the fotoQuote Coach topics, and applying those principles when you negotiate, you'll discover you can earn much more than you thought possible for your stock pictures.

With fotoQuote, you don't simply look up a price on a chart. The first step is to determine the value your images will have to the client, and the uniqueness your images have in the market place. Then base your negotiations on those decisions. This makes every sale unique. By following the negotiating techniques in fotoQuote you will price your image according to each unique set of circumstances.

Negotiating skills are the most important skills you can learn in addition to your photography skills. Good negotiators can dramatically increase their earning power, while people with poor negotiating skills lose money every day. FotoQuote takes you step-by-step through the process of determining your price, then gives you tips on how to convince your client that the photo is worth the price you are asking.

It's important to think of each and every negotiation as a contest, where both participants can come out winners. It takes a skillful negotiator to achieve this result. In other businesses most negotiations take place face-to-face. In this type of negotiation you can read your opponents expression and body language, and gauge their reaction to what you are saying. Most, if not all, negotiating for stock images takes place over the phone. Phone negotiations require special skills in order to be successful.

Many photographers feel they can't get the same prices for a usage as other "big" name photographers because they don't have the reputation. That may be true in assignment photography. But the beauty of stock photography is everyone is equal, and the strength of the image and the skill of the negotiator are the sole determining factors for the price. It doesn't matter if you are just beginning, or have been in the business for twenty-five years.

Others feel that once you have a picture in your files, you should sell it

Tips on Pricing with fotoQuote - cont.

for whatever you can get. A client calls and offers you \$100 and even though you know the usage should cost \$400 you sell it for less. After all \$100 is better than nothing. I don't agree. First you have to be able to recover your expenses on that shoot. If you continue to sell shots for less than the market value, you'll find you won't be able to recover your expenses. And remember there are many shoots that never sell a picture, and you need to recoup those expenses also.

Secondly, by lowering your prices you are perpetuating a downward price spiral. The next time the art director calls, he'll only offer \$75, then \$50. Where would it stop?

What's The Right Price?

There is no "right price". Prices vary depending on who is quoting them, the picture that is being priced, the skill of the negotiator, and the value of the picture to the client. The best price for you is the price that enables you to continue in your business and show a profit.

Tips for Getting Started

First, you never want to give a price off the top of your head. If a client calls to ask for a price, get as much information as possible and tell them you'll research it and call back.

Second, when you do call back, prepare for the negotiation. Know what your price is and be able to defend it. Also, know the price you won't go below in case you are forced to go lower. But remember, never lower your price without a good reason. If you do, the next time your client will expect you to lower your price again just because they asked.

Third, remember that the most powerful word you have in any negotiation is "NO". Know what your limits are, and don't go below them. If the picture is unique and powerful, you will get your price. I'm not saying you will make a sale every time you negotiate. If you do you're doing something wrong and selling your work too cheaply. I've had many negotiations where the client said they wouldn't pay my asking price, then call back later to buy the usage. Just hang in there and be polite. Believe me, it works.

And lastly, remember good negotiating techniques take practice. Do some role-playing. Find a friend who will act as a client, and practice your negotiating. Before long you will find you are getting prices for your pictures you only dreamed possible.