



The Industry Standard for Pricing Photography

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Cradoc fotoSoftware

fotoQuote® Pro  
Users Guide  
Version 7  
For Mac 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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# What is fotoQuote?

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Welcome to fotoQuote Pro 7, the industry standard guide for pricing stock and assignment photography. 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 industry standard prices and expert negotiating advice. If you license 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.

You need to get your paperwork done as quickly, accurately and professionally as possible so you can get your stock submission to your client. The correct paperwork not only makes your job look professional, but it also helps protect you and your client from misunderstandings about what you're actually licensing and what your client is paying for. The RightsWriter™ license builder built into fotoQuote makes this easy to do.

FotoQuote is the most powerful pricing and negotiating program you can use to increase your earning power. By studying the negotiating techniques outlined in the fotoQuote Coach, and applying the principles when you negotiate, you'll discover you can earn much more than you thought possible. The Assignment Coach is so full of information that it's like having a separate program. It also gives you negotiating suggestions on how to deal with clients who are requesting all rights to the images you take on your assignments.

Negotiating skills are the most important skills you can learn in addition to your photography skills. Good negotiators can dramatically increase their income, if you have poor negotiating skills you lose money on every job you bid. FotoQuote takes you step-by-step through the process of determining your price, and then gives you tips on how to convince your client that the photo is worth the price you're asking.

The Magazine Database has hundreds of magazines with their circulations and what they charge their clients for a full page color ad. You can use this as a reference when you are quoting a job. Sometimes it's helpful to point out, when they are offering you \$250 to use one of your photographs on a full page, that they are being paid \$80,000 by their clients for a single page of advertising.

There are over 35,000 photographers worldwide using software that I've developed. I never expected that. In the beginning I was a photographer who saw the possibility of using a computer to make my life and work easier. All of the software that I've developed was written to solve problems I had in my own photo business. It seems that the problems I needed to solve were problems that many of you needed solved as well. I attribute the success of my software to this.

I wrote the Cradoc CaptionWriter to caption slides in the days of film, the fotoKeyword Harvester to help me keyword my images and fotoBiz to manage my business, but fotoQuote has always been the backbone of my business. It consistently helps me stay on track with my pricing and negotiating. FotoQuote 7 gives me the tools I need to get paid fairly and excel in my business and I know that it can do the same for you.

Good luck!  
Cradoc Bagshaw

# Installing fotoQuote

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## Software Requirements

Please see the support section of our website for the most updated system requirements.

## Installation for Mac

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

- Insert the fotoQuote CD/DVD into your CD/DVD drive or download the software from the Internet to your desktop and unzip it. In some cases your browser may automatically unzip the file.
- Double-click the “install fotoQuote Pro 7” package icon.
- Follow the installation instructions.
- After installing, navigate to the Applications folder on your computer and locate the fotoQuote Pro 7 program folder and double-click the fotoQuote Pro 7 application to launch the program.
- For easy access to the program, you can drag the fotoQuote Pro 7 application to your dock.

## Installation for Windows

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

- Insert the fotoQuote 7 CD/DVD into your CD/DVD drive or download the software from the Internet to your desktop and unzip.
- Double-click the “Install fotoQuote Pro 7” icon.
- Follow the installation instructions.
- To run fotoQuote double-click on the desktop shortcut with the fotoQuote camera icon.

## Backing Up fotoQuote

You must back up your fotoQuote data on a regular basis! We can't say this enough. In this version there is a backup button to simplify this process for you. You'll find it in Setup under Settings & Defaults in the Global tab.

You can set the backup counter to remind you to backup your software. The default setting is every time you exit the program. Under Setup > Settings & Defaults Global you will be able to set this reminder to a timeframe that works best for you. The backup will include only the fotoQuote data files. FotoQuote will automatically name the folder with the date and timestamp of the backup.

You are also able to identify the location of where you'd like the fotoQuote backup folder saved. The default setting will be your desktop, but by selecting the path in the Backup Folder field you will be able to select a new backup destination.

Backup often and save the entire backup folder to multiple CD's or external hard 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 backup!

# Reinstalling fotoQuote From a Backup

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There are a few ways in which you can restore your data. They each handle your data differently so be sure to read the options below carefully to determine which solution will work best for you.

## **Restoring From a Backup**

This option should be used when significant data entry errors are made or in the case of data corruption. To restore from a backup, use the "Import from Backup" feature that is built into the program. From the main screen select Setup from the menu on the left, then from the menu bar at the top select File and choose "Import from Backup".

Navigate to your most recent fotoQuote Pro 7 backup and select "Choose" to complete the process. Your data as of the date of the backup should now be restored. With this option there is no need to reinstall the entire program.

## **Computer Crash - Reinstalling and Manually Restoring From a Backup**

Use this option when a computer crash results in the loss of the program AND you have backup files that have not been affected by the crash. To ensure you have a backup to restore from we highly recommend that you save your fotoQuote Pro 7 backups to external media storage devices.

To begin, install a fresh copy of the program as you normally would. Use the original installer file if you saved it or contact us for a new download link. From your latest fotoQuote Pro 7 backup folder select the files, FQData.fqp7 and FQMain.fqp7, copy them over to the clean version you just installed and select REPLACE. This will preserve your data as well as any list customization you may have done.

## **Reinstalling**

This option will primarily be used to install minor maintenance releases as directed by Cradoc fotoSoftware. In this case a download of the program will be issued to you and a reinstall of the software conducted. There is no need to delete or deactivate the existing copy, simply run the installer and it will automatically install over your current version making the needed updates while preserving your data.

# Activating and Deactivating fotoQuote

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## Registering and Activating Your Program

The first time you run fotoQuote, if your computer is connected to the Internet a dialog box appears for you to register and activate your copy of fotoQuote. If your computer is not connected to the Internet a dialog box with a manual activation option will appear. Follow the instructions to receive your manual activation code. Your serial number is located on the invoice that you received with your program or via the email sent to you if you downloaded it from the Internet.

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 information we receive from your computer during activation is listed below. We only use this information for our records so we can keep track of your activations should you need assistance in the future.

### Identifier (ID)

- A Unique IDs (generated by the software) specific to your machine and to the software. This ID cannot be used to locate your machine or identify you personally.
- The serial number associated with the installed product
- Product name and version number; license type purchased

### Operating system information

- Operating system type and version
- Processor and keyboard Type
- Screen Resolution
- Machine name
- MAC address

### IP address

The IP address assigned to you by your Internet service provider is received by Cradoc fotoSoftware as part of the process of sending the activation data to us.

Write your serial number 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 registration numbers was becoming a real problem. There is now a fee for replacing lost registration numbers. Write your number on your CD or backup for future reference!

## Deactivating and Uninstalling fotoQuote

You are permitted two activations. You can transfer an existing activation to another computer by first deactivating the software on your current computer. This is done by selecting fotoQuote Pro 7 from the file menu and choosing "Deactivate". This requires an active internet connection in order for your records to be updated automatically allowing you to then activate the software on your new computer.

# Activating and Deactivating fotoQuote Cont'd

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If you are also migrating data from your old computer to your new one, do not deactivate the software on the old computer until after the migration is complete. You do not want the deactivation information to be copied over with your data.

Once the deactivation is complete, it is safe to uninstall/delete the program from your computer.

## **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](mailto:support@cradocfotosoftware.com). This is the quickest way for you to get an answer to your question.

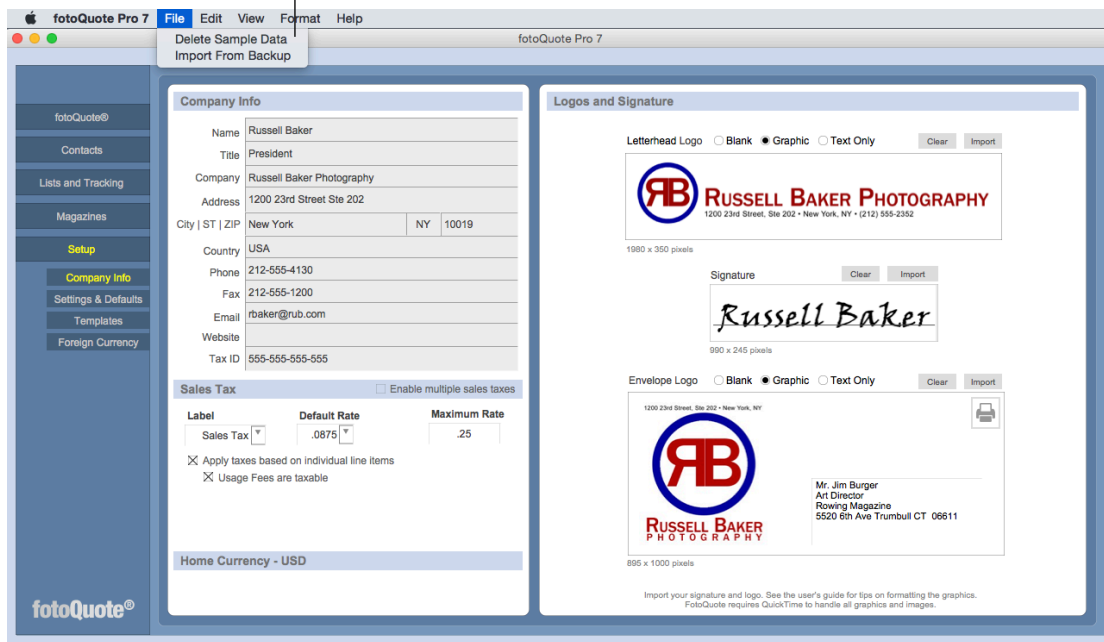
If you're a new user and are having a problem installing fotoQuote, and you've read and followed the installation instructions, call us at 360-945-1380. We'll help you get your program running.



# Setting Up fotoQuote

**Deleting Sample Data:** The sample data included in the program is designed to give you the opportunity to view various types of entries. We encourage you to experiment by adding a variety of test records. Exploring the program first with the sample data will increase your learning curve when it's time to enter your own real time data.

*Go to Contacts then Setup  
> Company Info and select  
Delete Sample Data from  
the File menu*



When you're ready to delete the sample data select Setup from the menu options on the left. From the File drop-down menu select Delete Sample Data. After you delete the sample data one time, we turn off the ability to do it again. If you don't delete the data in the above way, the delete button remains active, which puts your real data at risk in the future.

# Entering Company Information

**Company Information:** Under Setup, select the Company Info button. Put in your name and address as you want it to appear on the various fotoQuote documents. If the company info for Russell Baker is still showing then you have not deleted the sample data (see the section above for details). Enter your default tax rate underneath your Company Info.

*Enter your Company Info here*

*Select how you want your company info displayed*

*Enable the multiple sales tax option for countries with a dual tax system. Or use this feature to track State, County or City taxes in the U.S.*

*Select the Import buttons to import your logo and signature graphics*

*Your home currency is selected as part of the steps in deleting the sample data*

*Digital Signatures are used on Stock Quotes*

*To create an envelope for someone who is not a client, type their info here and select the printer icon*

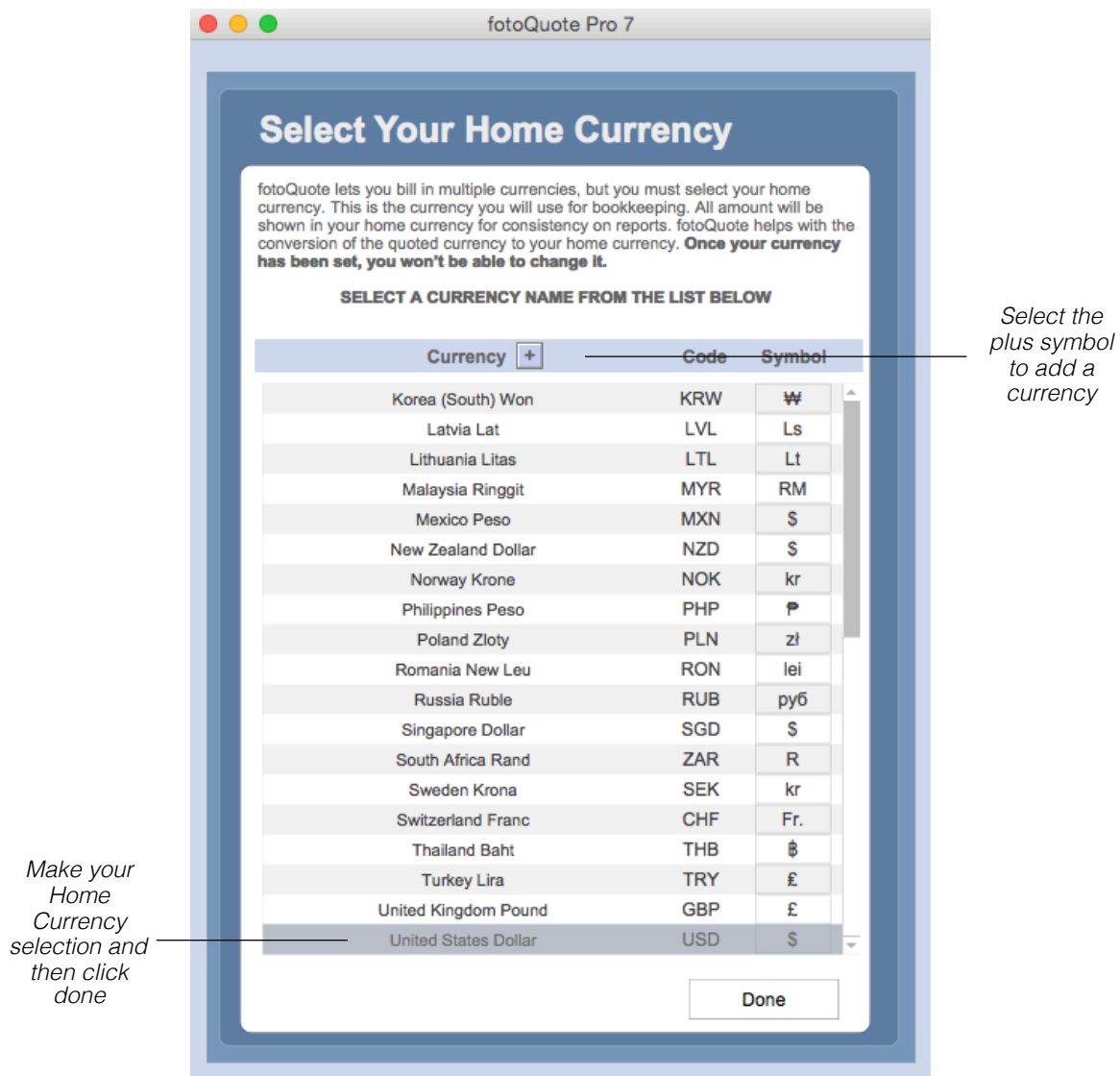
The screenshot shows the 'fotoQuote Pro 7' application window. On the left is a sidebar with navigation buttons: 'fotoQuote®', 'Contacts', 'Lists and Tracking', 'Magazines', 'Setup', 'Company Info', 'Settings & Defaults', 'Templates', and 'Foreign Currency'. The 'Company Info' panel is active, showing fields for Name (Russell Baker), Title (President), Company (Russell Baker Photography), Address (1200 23rd Street Ste 202), City | ST | ZIP (New York | NY | 10019), Country (USA), Phone (212-555-4130), Fax (212-555-1200), Email (rbaker@rub.com), Website, and Tax ID (555-555-555-555). Below these is a 'Sales Tax' section with a table for 'Label', 'Default Rate', and 'Maximum Rate'. The 'Home Currency' is set to 'USD'. The 'Logos and Signature' panel on the right shows options for 'Letterhead Logo' (Blank, Graphic, Text Only) and 'Envelope Logo' (Blank, Graphic, Text Only). It includes preview areas for a logo and a signature, each with 'Clear' and 'Import' buttons. A printer icon is visible in the envelope preview area.

**Logos:** If you're using pre-printed letterhead, check Blank to omit the logo from your documents. Select Graphic to use an imported graphic on your documents. With Text Only, we'll use your Default Company Information to put together a simple text header for you.

Import a scanned logo or digital signature in the appropriate field by selecting the gray Import button. If your logo is an EPS or other vector graphic you'll need to rasterize it (Photoshop will do this for you). You can also export a TIFF or JPEG from Adobe Illustrator. JPEGs must be RGB to display correctly. TIFFs can be RGB or grayscale. We have templates for sizing your logo available in the support section of our website ([www.cradocfotosoftware.com/support/logo-templates/](http://www.cradocfotosoftware.com/support/logo-templates/))

# Currency Setup

**Currency Setup:** In this version of fotoQuote you'll be able to identify the currency in which you wish to run your business. Once this is done, it cannot be changed. While you'll be able to quote in multiple currencies, for accounting purposes you'll only be able to run your business with one currency. For example if you run your business in U.S. dollars and need to create an quote in Euros, you'll be able to do that, but for reporting purposes the amounts will be converted to U.S. dollars. This ensures that all of your reporting is in one currency.



As part of the process when deleting the sample data, you'll be asked to identify a Home Currency. You'll be able to choose one of the more than 30 currencies currently tracked by the European Central Bank as well as add a currency not included in the list.

# Foreign Currency

**Managing Foreign Currencies:** You have the option of selecting your preferred currencies. When the Show button is set to Active these will be the currencies that are displayed as opposed to all currencies. Only one currency can be assigned to each contact so if you have a contact that needs to be billed in two currencies you'll need to enter a separate record for them. To set the currency for a new contact select Contact from the file menu and choose Set Currency.

Mark your preferred currencies as Active

Active	Currency	Code	Symbol	USD Exchange Rate
<input checked="" type="checkbox"/>	Australia Dollar	AUD	\$	1.36097
<input checked="" type="checkbox"/>	Euro Member Countries	EUR	€	0.890868
<input checked="" type="checkbox"/>	New Zealand Dollar	NZD	\$	1.42734
<input checked="" type="checkbox"/>	Switzerland Franc	CHF	Fr.	0.964988
<input checked="" type="checkbox"/>	United Kingdom Pound	GBP	£	0.708044
<input checked="" type="checkbox"/>	United States Dollar	USD	\$	1

From the Show field you have the option to view All currencies or only those you mark as Active or Inactive

Automatically update the currency exchange rates by selecting this button\*

*Hint: You can change the currency code for an existing contact as long as there are no transactions associated with that client. You can do this by going to the menu bar and selecting Contact > Set Currency. Only the Active currencies will display as options for setting currencies for contacts.*

\*You will need to manually update the currency rates for any currencies you add that aren't tracked by the European Central Bank.

# Settings And Defaults

**Settings & Defaults - Global Tab:** The settings on this tab apply to all documents or various system functions. Select how you want things like page numbers displayed on your documents. Use the Stock Quote tab to set defaults for the stock quotes you create. The default license duration in fotoQuote is one year unless otherwise stated by the criteria or the usage tip.

*Set your default license duration and fotoQuote will automatically calculate the expiration dates of the licenses you grant. This can be edited as needed directly on the stock or assignment documents*

*Forms for stock production and stock and assignment jobs*

*Change these field titles to match your region*

*Determine here what type of data you want to have entered automatically when you import your thumbnails*

*Set the backup counter to remind you to backup your software*

*When selected updates will automatically be checked monthly*

**Backing Up fotoQuote:** You must back up your fotoQuote data on a regular basis. We cannot offer any support if your computer crashes and you don't have a current fotoQuote backup. In order to save space, the backup will include only the fotoQuote database files. FotoQuote automatically names the folder with the date and timestamp of the backup. You're also able to identify the location of where you'd like the fotoQuote backup folder saved. The default setting will be your desktop, but by selecting the path in the Backup Folder field you'll be able to select a new backup destination.

**Thumbnails:** 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.

# Settings And Defaults

**Settings & Defaults - Stock Quote Tab:** Many of the headers and default text on your documents can be customized to meet your specific needs. Click into the gray text boxes on the left to see a list of options or select Edit to add your own. These will be your default settings for all stock quotes you create.

*Make selections from these drop-down menus to customize the content of your document*

*Customize the layout of your document here*

Global

Stock Quote

Printout Title

Stock Quote: QUOTE FOR STOCK PHOTOGRAPHY

Section Headers

Job Description: Job Description:

Message to Client: Message to Client:

Usage Fees: Usage Fees:

Other Charges: Other Charges:

License: The following usage license will be granted upon payment in full of the invoice:

Terms: Terms and Conditions:

Footer Message

Upper Message: Prepared using the fotoQuote® stock photography pricing software.

Lower Message:

Misc

☒ Include signature lines on printed quotes

☒ Include license on printed quotes

☐ Include terms on printed quotes

☐ Include terms on printed licenses

AutoBuild License

Opening

<<LICENSOR>>, (Licensor) grants to <<LICENSEE>>, (Licensee) rights to use and Reproduce the items identified in the invoice, solely to the extent explicitly stated in usages listed below for <<END USER>>. This right may be exercised by subcontractors of Licensee (including Purchaser) for preparation of the Licensee's Work, provided that such subcontractors agree to abide by the terms of this Agreement. Photo credit must read: <<CREDIT LINE>>.

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☐ Multiple Insertions allowed

MULTIPLE INSERTIONS: [Six] insertions, with up to [two] insertions each in the following magazines: [Magazine A],[Magazine B],[Magazine C].

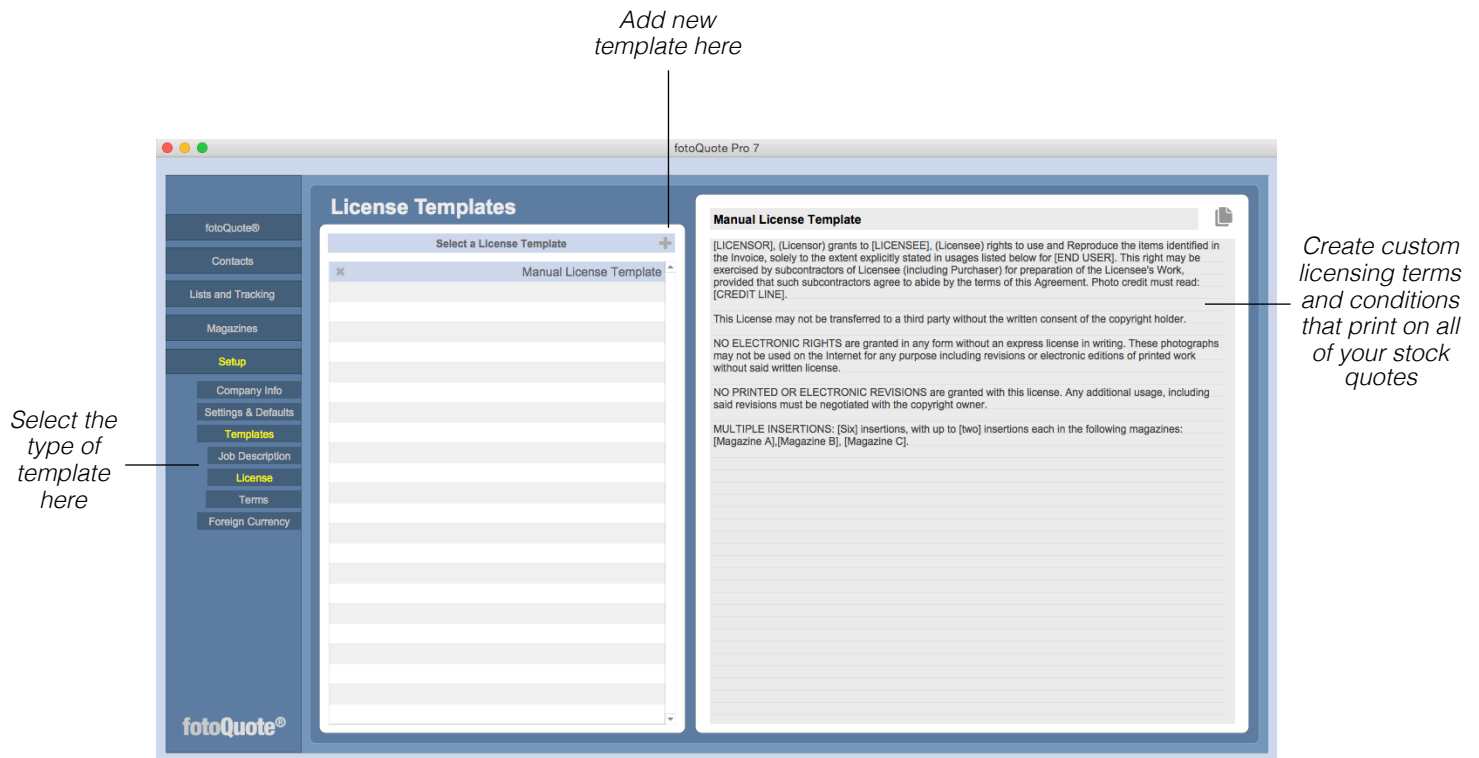
*Create custom licensing terms for your AutoBuild Licenses*

You'll also be able to make changes to many of these fields on each individual document on a case-by-case basis without having to change your default settings.

*Hint: If your logo graphic does not include your address and contact information, you can use the Footer Messages to include this on your stock quotes.*

# Templates

**Templates - License:** There are three types of templates: Job Description, License and Terms. The Templates button under Setup allows you to create templates for items that you use often. For similar licenses you grant on a regular basis create a manual license template that can be applied to any new job that is similar to a previous one. These will be the default licenses you create, any changes you need to make to modify the license for a specific job or client can be done directly on the individual stock quote without affecting the default text you enter here.



**Templates - Job Description and Terms:** These templates work the same way as they do for license templates. The Terms and Conditions included in the program for some of the professional organizations were the most current at the time fotoQuote was upgraded. Be sure to check that you're using the latest version recommended by these respective organizations.

# Researching Usage Prices with fotoQuote

**How to use fotoQuote for Usage Pricing:** There are two ways to access the fotoQuote pricing and negotiating information. The first is from the menu listing displayed on the left. Accessing fotoQuote from here is for reference only. Here you're able to conduct pricing research without needing to generate a stock quote first. For detailed information on how to use fotoQuote to add line items to your Stock Quotes, see the Stock Quote section within this manual.

Click the down arrow to select a category

Once a category is chosen, select the individual usage from this panel

The middle range price is displayed here

You can adjust the pricing based on value added or geographic factors

The screenshot shows the fotoQuote Pro 7 application window. On the left is a sidebar menu with options: fotoQuote®, Stock, Assignments, Options, Contacts, Lists and Tracking, Magazines, and Setup. The main area is titled 'Brochure' and contains a 'Select Category' dropdown menu with a list of advertising print categories. The 'Brochure' category is selected. To the right of the dropdown is a 'Search' button. Further right are 'Usage Tips' and 'Coach' tabs. Below these is a pricing section showing 'Geographic: US Only' and a price of '\$ 240'. A range slider below this shows a range from \$180 to \$360. To the right of the pricing section is a table with two columns: 'Press Run' and 'Image Size'. The 'Press Run' column lists various ranges from 1k to 3 to 5 mil. The 'Image Size' column lists various sizes from 1/4 Page to Wrap Cover. At the bottom of the main area are three tabs: 'Reference', 'Value Added', and 'Geographic Factors'. Below these tabs is a text box with instructions on how to use the screen for research and how to create a quote.

Press Run	Image Size
1k	1/4 Page
1k to 2.5k	1/2 Page
2.5k to 5k	3/4 Page
5k to 10k	Full Page
10k to 25k	Double Page
25k to 50k	Front Cover
50k to 100k	Spot Cover
100k to 250k	Back Cover
250k to 500k	Wrap Cover
500k to 1mil	
1 to 3 mil	
3 to 5 mil	

**Usage Tips and Coach Tabs:** In the center of the stock pricing screen are two tabs: Usage Tips and Coach. The Usage Tips will provide you with additional information about the use you've selected along with additional negotiating tips. The Coach tips include valuable information on pricing and negotiation for a variety of topics like revisions, discounts and multi-website use, exclusivity and buyouts.



# fotoQuote - Continued

**Using fotoQuote for Assignment Fee Research:** The Assignment Coach is rich with information about business practices, assignment pricing, creative fees, pricing strategies, and negotiation tips. Here you'll find help and tips for pricing many types of assignments. The pricing information you'll find here are examples of what other people have charged for jobs that may be similar to yours. Use this information as a reference to guide you in determining a price that is best for you and for your client.

Select Stock to return to the usage fees

Once a category is chosen, select the individual job type from this panel

Select the down arrow to see a list of category options

Pricing tips for the job type selected are shown here

Pricing examples shown here

The way many assignment photographers use fotoQuote is to reference the coach material for assignment fees and expenses and then use the stock side to determine their usage. Apply the information here to help you determine what to charge for your time as well as other line items like assistants, video editing, travel. Then create a detailed assignment estimate in a business management program like fotoBiz.

*Hint: FotoQuote is a program for creating stock photography quotes only with a focus on licensing usages. If you are wanting to produce an assignment estimate with line items like a creative fee, expenses, etc. that is something that would be better served by our business management software, fotoBiz.*

# fotoQuote - Continued

**Line Item Pricing Info:** The Line Item Pricing section includes help with various types of assignment line items. There are several categories to choose from such as Assistants and Crew and within each category you'll find individual line item pricing examples. The Pricing Tips section in the center will give you background information on the individual line item selected.

Select the down arrow to see a list of line item categories

Pricing tips for the line item selected are shown here

Select Stock to return to the usage fees

Once a category is chosen, select the individual line item from this panel

Pricing examples shown here

The screenshot shows the 'fotoQuote Pro 7' application window. On the left is a sidebar with a 'fotoQuote®' logo and a list of menu items: 'Stock', 'Assignments', 'Options', 'Contacts', 'Lists and Tracking', 'Magazines', and 'Setup'. The 'Assignments' menu item is highlighted. The main content area is titled 'Talent / Models' and contains three tabs: 'Assignment Pricing', 'Line Item Pricing', and 'Pricing Tips'. The 'Line Item Pricing' tab is active, showing a list of categories under the heading 'ASSISTANTS & CREW'. The categories listed are: Accounting Fee, Assistant / Crew, Casting, Catering / Meals Per Diem, Digital Technician, Drone Operator, Emergency Personnel, Producers, Security / Police, Stylists / Hair, Makeup, Food, Talent / Models (highlighted), Video - Hiring Crew, Videographer, and Wardrobe. To the right of this list is a central panel titled 'Talent / Models' containing pricing tips. Further right is a panel titled 'Pricing examples' showing various print rates. Annotations with arrows point to the dropdown arrow for the category list, the 'Talent / Models' tab, the 'Coach' tab, the 'Talent / Models' pricing tips section, and the 'Pricing examples' section.

Category	Rate
Editorial Print	\$200 day rate
Catalog	\$150 to \$300 per hour \$1,200 to \$3,500 and up day rate
Fashion Print	\$150 to \$250 an hour \$1,200 to \$2,400 and up day rate
Commercial Print	\$75 to \$150 per hour \$400 to \$950 day rate
Swimwear/ Bikini Modeling Print	\$500 to \$2,500 day rate
Lingerie/ Underwear Print	Double standard rates (\$400 day rate editorial, \$2,400 to \$7,000 day rate and up catalog)
Nude or Sheer Modeling	Triple standard rates (\$600 day rate editorial, \$3,600 to \$9,500 day rate catalog)

The line item pricing you'll find here are examples of what other people have charged for these fees and expenses. Use this information as a reference to guide you in determining a price that is best for you and for your client.

*Hint: In the center section you'll find a tab titled Coach. Here you will find coaching tips on a variety of topics, from assignment prep to video production.*

## fotoQuote - Continued

**Quote Packs:** You can access the Quote Pack pricing by selecting Quote Packs as one of the category options. Quote Packs give you the ability to bundle different types of license usages together when licensing a rights-managed image for advertising, promotional or editorial 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.

The screenshot displays the fotoQuote Pro 7 interface. On the left is a vertical menu with options: fotoQuote®, Stock, Assignments, Options, Contacts, Lists and Tracking, Magazines, and Setup. The main area is titled 'All Marketing Material Pack'. It features a 'QUOTE PACKS' dropdown menu with the following options: Advertising.All Media.Footage, Advertising.Magazine, Newspaper & Web, Advertising.Non Broadcast Media.Footage, Advertising.TV, Broadcast, Film, Internet, All Advertising & Marketing Pack, All Advertising Pack, All Internal Use, All Marketing Material Pack (highlighted), Corporate.Non Broadcast Media.Footage, In-Store Display Pack, and Print Advertising & Web Pack. To the right of the dropdown is a detailed description of the 'All Marketing Material Pack'. Further right, there are two tables: 'License Duration' with options from 1 Month to 7 Years, and 'Distribution' with options: Local, Regional, National, and Worldwide. At the top right, the price is shown as '\$ 3,494' in red, with a range of '\$2,620 — \$3,494 — \$5,241'. A note on the right side of the interface states: 'Many quote packs have distribution criteria'. A note on the left side of the interface states: 'Once the category is chosen, select the individual usage from this panel'. At the bottom, there is a 'Reference' tab and a 'Value Added' tab, along with a 'Geographic Factors' section.

Once the category is chosen, select the individual usage from this panel

Many quote packs have distribution criteria

These Quote Packs give your client greater flexibility in how they wish to use the image(s) they license from you. They're 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. At the same time you protect your copyright and maintain control of your images.

# fotoQuote - Continued

**fotoQuote Options:** From here you'll determine your global settings for fotoQuote. You can also adjust the pricing on an individual usage. 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 Pro 7' Options window. The left sidebar contains a menu with 'Options' selected. The main window is divided into two panes. The left pane is titled 'Currency Conversion' and contains a table of active currencies with their USD exchange rates. The right pane is titled 'Category Setup: Brochure' and contains fields for keywords, overall price adjustments, and a map of the world.

**Annotations:**

- Select a currency from the list to convert FQ prices to that currency:** Points to the 'Active' column in the 'Currency Conversion' table.
- Do a quick conversion by selecting from one of these preset currencies:** Points to the 'Show: Active' button in the 'Currency Conversion' pane.
- Select the plus symbol to add a currency:** Points to the '+' icon in the 'Currency' column header of the 'Currency Conversion' table.
- Download the latest currency exchange rates:** Points to the 'Download Currency Exchange Rates' button in the 'Currency Conversion' pane.
- Modify the number for the base price in a category:** Points to the 'Change' button in the 'Category Setup: Brochure' pane.
- Add keywords to make it easier to find this usage:** Points to the 'Keywords for this Category: Brochure' text input field in the 'Category Setup: Brochure' pane.
- Adjust the % for the price range:** Points to the '75%' and '150%' input fields in the 'Overall Price Adjustments' section of the 'Category Setup: Brochure' pane.
- Adjust all of fotoQuote's base pricing by a fixed percentage:** Points to the '100%' input field in the 'Overall Price Adjustments' section of the 'Category Setup: Brochure' pane.

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 by selecting 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's no undo button.

# Contacts

**Entering A New Contact:** Since all activities in fotoQuote begin with a client, finding or entering that client into your database is where you'll need to start. There are two ways to create an individual contact record. You can select New Contact from the bottom of the contact record or from the File drop-down menu. Begin at the top of the screen and enter all pertinent information about this contact. You can use the tab key to move between the fields.

*Add notes here about the client*

*All of your contact's stock quotes and their status are visible here.*

*Entering keywords about your contact can help refine search results with the Find Contact feature*

*Click here to enter a new contact*

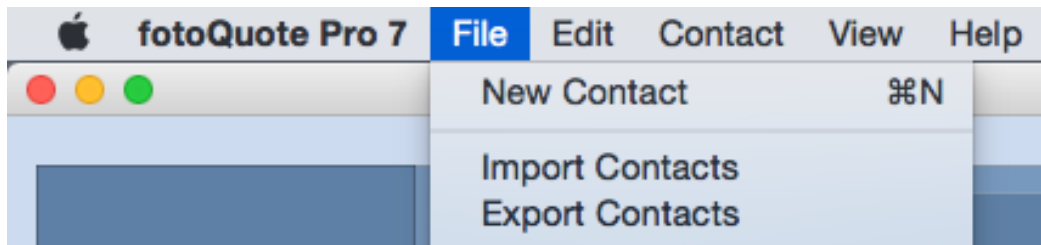
**Duplicating a Contact:** You can also duplicate a contact's record by selecting Duplicate Contact from the Contact drop-down menu option at the top.

**Deleting a Contact:** Deleting a contact works the same way as mentioned above for duplicating a contact. It is important to note that you cannot delete contacts that have a quote associated with them.

*Hint: From the File drop-down menu you're able to print a contact's profile which will include their contact information and notes. You can also print an envelope for an individual contact by selecting that option from the File drop-down menu.*

# Importing & Exporting Contacts

**Importing Contacts:** Another way to enter contacts is to import them from an external file. FotoQuote allows you to import contacts from many different file formats. This feature can save you a great deal of time. Be sure to back up your program before importing! This is very important. If you import 100 names and there's a problem, like you accidentally put the last name where the company should go, without a backup you'll need to delete all 100 names. When you're in Contacts the File menu drop-down will display options for importing and exporting records.



When you select Import Contacts you'll be asked to locate the file you want to import. Navigate to the file containing those records and select Open. This brings up an Import Field Mapping dialog box.

Source Fields		Target Fields
Guillermo	⇄	First Name
Bramhall	⇄	Last Name
West, J Kevin Esq	⇄	Company
1617 27th St	⇄	Address
Lubbock	⇄	City
TX	⇄	State
79405	⇄	Zip
806-763-8915	⇄	Phone 1
806-763-9774	⇄	Mobile Phone
guillermo@bramhall.com	⇄	Email
http://www.guillermobramhall.com	⇄	Website
	⇄	Country
	⇄	Phone 2
	⇄	Fax
	⇄	Business Title
	⇄	Referred by
	⇄	Type
	⇄	Status
	⇄	Keywords
	⇄	Region
	⇄	Is Taxable
	⇄	Taxpayer Status
	⇄	Tax Resale Number
	⇄	Notes

*Drag the fotoQuote field (Target Fields column) up or down to match it with your field (Source Fields column). Make sure the arrow in the center column shows or that field won't be imported.*

# Importing & Exporting Contacts - Continued

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You can use the arrow keys to scroll through your data to make sure that your information is matching up properly to the fotoQuote fields. Use the Field Mapping key to customize what data you want and don't want to import. Once you click the Import button, it's done, so take all the time you need to get the field mapping right the first time.

*Click these arrow keys to scroll through your data*

Field Names

Arrange by: last order

Import Action

- ☒ Add new records
- ☐ Update existing records in found set
- ☐ Update matching records in found set
- ☐ Add remaining data as new records
- ☒ Don't import first record (contains field names)

Field Mapping

- Import this field
- Don't import this field
- Match records based on this field
- Target cannot receive data

Cancel Import

*Use these keys to indicate what data you want to import*

*If the file you are importing has a header row, be sure to select the "Don't import first record (contains field names) check box*

**Exporting Contacts:** Follow the directions for importing but select Export Contacts from the File menu. This automatically places the type of file you've specified on your desktop. Exporting will make a file of all of the contacts that are currently found. If you want to export all of your contacts, click the Show All button from the Contacts section in Lists and Tracking. If you want to export only the Magazine Editors in New York, find them before doing an export, and only those contacts will be exported.

*Hint: Some of your clients may have company names and some may not. The same goes for fax numbers, cell phones, etc. Sometimes the only way to know what fields to match up is to scan through your file looking for customers with information in those fields.*

# Working With Contacts

**Finding Contacts:** It's easy to find Contacts in fotoQuote, just click the Find button in the lower right corner of the Lists and Tracking > Contacts screen, (you can also find contacts from the individual contact record). After the Find window opens, type your search query into the appropriate fields and click Search. If you select Art Director from the contact Type field and enter in NY in the State field, you'll find all the Art Directors in NY. From your found set of contacts you can select a variety of actions from the upper right portion of the screen.

*Click next to each column header to sort the list ascending or descending*

★	First	Last	Title	Company	City	State	Cntry	Phone	Email	
★	<input type="checkbox"/>	Pauline	Barron	Editor	Women's Journal	Harrison	IN	USA	555-555-6161	mail@mal.com
★	<input type="checkbox"/>	Lucy	Brown	Director of Public	The Hawaii Hiltonian	Lahaina	HI	USA	555-555-6161	mail@maui.com
★	<input type="checkbox"/>	Jim	Burger	Art Director	Rowing Magazine	Trumbull	CT	USA	555-555-6161	mail@zine.com
★	<input type="checkbox"/>	Terry	Divine	Creative	Grey Advertising	New York	NY	USA	555-555-6161	mail@edia.com
★	<input type="checkbox"/>	Mary	Feldman	Managing Editor	World Magazine	Springfield	NJ	USA	555-555-6161	mail@orid.com
★	<input type="checkbox"/>	Paul	Hertz	Art Director	New Times Publishing	Laconia	NH	USA	555-555-6161	mail@hing.com
★	<input type="checkbox"/>	Jacqueline	Johnson	Creative Director	Art Unlimited	Hatfield	MA	USA	555-555-6161	mail@inc.com
★	<input type="checkbox"/>	Carol	MacLean	Editor	City Sights Magazine	Marina del Rey	CA	USA	555-555-6161	mail@inc.com
★	<input type="checkbox"/>	Carl	O'Brien	Director of	International Design	Denver	CO	USA	555-555-6161	mail@rary.com
★	<input type="checkbox"/>	Thomas	Right	Art Director	Manhattan Publishing	New York	NY	USA	555-555-6161	mail@hing.com
★	<input type="checkbox"/>	Leslie	Slope	Computer Design	Art Unlimited	Hatfield	MA	USA	555-555-6161	mail@inc.com
★	<input type="checkbox"/>	Robert	Thomas	Assistant Photo	Stars and Stripes	Winter Park	FL	USA	555-555-6161	mail@outh.com
★	<input type="checkbox"/>	Joel	Thompson	Editor	Builder's World	Niles	IL	USA	555-555-6161	mail@uide.com
★	<input type="checkbox"/>	Lillian	Valley	Production Editor	Woman's Way Magazine	Reston	VA	USA	555-555-6161	mail@ials.com
★	<input type="checkbox"/>	Patricia	Warren	Editor	Northeast Life	New York	NY	USA	555-555-6161	mail@teen.com
★	<input type="checkbox"/>	Oliver	Watts	Art Director	Northeast Press	New York	NY	USA	555-555-6161	mail@ches.com
★	<input type="checkbox"/>	Sally	White	Editor	New Times	Alexandria	VA	USA	555-555-6161	mail@jimes.com

*Select an action to, Export Contacts, Email Address Block or Print Contact List*

*Conduct quick sorts by selecting Name, Company or a specific letter in the alphabet*

*Click Show All to reset your found set*

**Tagging and Untagging Contacts:** Tag/Untag individual clients by clicking on the box to the left of their name. To tag an entire found set click on Tag Contacts. From the Find Contacts search screen select the Tagged box in the upper right corner to find everybody that's tagged and only they will be displayed in your list.

*Hint: You can delete a tagged set group of contacts by selecting Delete Tagged Contacts from the File drop-down menu. Any contacts with quotes will be excluded.*



# Stock Quotes

**Creating a Stock Quote:** Everything in fotoQuote begins with the client. To create a Stock Quote, you must either enter the new client or find the existing contact. You can conduct finds from either Lists and Tracking or Contacts. Once you locate the contact record select the Create New Quote menu option on the left side of the contact record. This will open a new Stock Quote that allows you to enter individual line items, a job description, licensing language and your terms.

*To open an existing quote for this contact make your selection from the list*

*Select Stock Quote to create a new quote*

The screenshot displays the fotoQuote Pro 7 application window. On the left is a vertical navigation menu with options: fotoQuote®, Contacts, Lists and Tracking, Magazines, Setup, and Create New Quote. The main area is divided into two panes. The left pane shows the contact record for 'Jim Burger', including fields for Name, Title, Company, Address, City/ST/ZIP, Country, Phone, Mobile, Fax, Email, Web, Taxable, Resale #, and Taxpayer Status/Group. Below this are tabs for Keywords, Related Contacts, and All Contacts, with a form for adding new information. The right pane shows a 'Notes' section with a text area and a 'New Note' button. Below the notes is a 'Stock Quotes' table with columns for ID, Date, Job Title, and Status. The table contains two entries: ID 1070 dated 5/01/2016 for 'New Mexico Stock Request' (Active), and ID 1067 dated 3/23/2016 for 'Clouds' (Inactive). At the bottom of the window, there is a status bar with 'Last Backed up:', 'This Contact is billed in USD', and 'Showing Contact 1 of 20 Total Contacts'.

ID	Date	Job Title	Status
1070	5/01/2016	New Mexico Stock Request	Active
1067	3/23/2016	Clouds	Inactive

*Hint: You can duplicate or delete quotes from the Quote drop-down menu. When you select duplicate you will be given the option to assign the quote to a new customer, an existing customer or the current customer.*

# Adding Line Items

**Adding Line Items:** Image usage fee line items are added manually to the worksheet on the right or by researching your usage fees in fotoQuote. With either option you're able to add a thumbnail of the image you're licensing.

Open fotoQuote here to add a usage fee directly from your fotoQuote pricing research

Click the plus (+) sign to add a line item usage fee

Add additional line item charges here

The screenshot shows the fotoQuote Pro 7 interface. On the left is a sidebar with navigation links: Contacts, Lists and Tracking, Stock Quote (highlighted), Line Items, Description, Manual License, Terms, and Print Options. The main area is titled 'Stock Quote' and 'Inactive'. It contains a form for job details (No. 1067, Date: March 23, 2016, Job Title: Clouds, Name: Jim Burger, Title: Art Director, Company: Rowing Magazine, Address: 5520 6th Ave, Trumbull, CT 06611, Country: USA, Phone: 555-555-6161, Fax: 555-555-6262, Email: mail@zine.com, Taxable: [checkbox], Resale #: [field], Job Category: Advertising, Client's Job #: 287, Client PO #: 1766). Below the form is a 'Print Quote' button and a summary table showing SubTotal: 2,200.00, Tax: [field], and Grand Total: \$2,200.00. On the right is a table with columns: Qty, Description, Price, and Amount. It contains two line items: 1. Media: Poster/Promotional • Circulation: 10k to 25k • Maximum Image Size: 18x20, Price: 1,600.00, Amount: 1,600.00; 2. Clouds and scenic sky Nevada desert, Price: 300.00, Amount: 600.00. Below the table is a section for 'Additional Charges' with a table for 'Usage Fees' and 'Other Charges', each with 'Total' and 'Amount' columns. The 'Usage Fees' section shows a total of 2,200.00. The bottom right corner indicates 'Showing Quote 1 of 5 Total Quotes'.

**Additional Charges:** Additional Charges are line items that are not associated with an individual image usage fee. These types of charges apply to the overall quote and include items like digital storage or delivery fees. Click onto the line and select the down arrow to see a list of options. Select 'Edit' to add more line item options.

*Hint: If you've made any changes to the contact's information you can update the client's original contact record by selecting Update Contact Record from the Quote drop-down menu.*

# fotoQuote for Stock

**Using fotoQuote to Add Usage Fees:** To add a usage fee from fotoQuote select fotoQuote from the menu to the left of the stock quote you're working on. This opens fotoQuote so you can conduct your pricing research and add usage fees to your stock quote.

The screenshot shows the fotoQuote Pro 7 application window. On the left is a sidebar menu with options: fotoQuote®, Stock, Assignments, Contacts, and Stock Quote. The main area is titled 'Brochure' and contains a 'Select Category' dropdown menu, a 'Search' field, and a 'Usage Tips' tab. The 'Usage Tips' tab is active, displaying information about brochures. To the right of the 'Usage Tips' tab is a 'Coach' tab. Below the 'Usage Tips' tab is a table with columns 'Press Run' and 'Image Size'. The 'Press Run' column lists ranges from 1k to 3 to 5 mil. The 'Image Size' column lists options from 1/4 Page to Wrap Cover. At the top right, a 'Geographic: US Only' label is next to a price of '\$ 240'. Below this is a 'Range: \$180 | \$240 | \$360' slider. At the bottom, there is a 'Current Invoice' section with a table of line items. The first line item is 'Clouds and scenic sky near Santa Fe New Mexico • Media: Magazine Editorial.Consumer • Circulation: 50k to 100k • Maximum Image Size: 1/4 Page' with a price of 279.00. The second line item is '• Media: Magazine Editorial.Consumer • Circulation: 50k to 100k • Maximum Image Size: Full Page' with a price of 488.00. Annotations with arrows point to various parts of the interface: 'Click the down arrow to select a category' points to the 'Select Category' dropdown; 'The price can be adjusted once it is added to the quote' points to the '\$ 240' price; 'Once the category is chosen, select the individual usage from this panel' points to the 'Usage Fees' tab; 'When your pricing research is done, click here to add a thumbnail image and complete the licensing details' points to the 'Add New Usage to Quote' button; 'This section displays a running tally of the uses selected for this quote' points to the 'Current Invoice' table; and 'To change or revise the criteria for an existing usage fee, conduct your research and select this button to change the line item' points to the 'Update Current Usage' button.

Click the down arrow to select a category

The price can be adjusted once it is added to the quote

Once the category is chosen, select the individual usage from this panel

When your pricing research is done, click here to add a thumbnail image and complete the licensing details

This section displays a running tally of the uses selected for this quote

To change or revise the criteria for an existing usage fee, conduct your research and select this button to change the line item

**Usage Tips and Coach Tabs:** In the center of the stock pricing screen are two tabs: Usage Tips and Coach. The Usage Tips will provide you with additional information about the use you've selected along with additional negotiating tips. The Coach tips include valuable information on pricing and negotiation for a variety of topics like revisions, discounts and multi-website use, exclusivity and buyouts.

*Hint: Click on the pencil icon to the right of the line item at the bottom of the screen to edit the selected line item.*

# fotoQuote for Stock

**Quote Packs:** You can access the Quote Pack pricing by selecting Quote Packs as one of the category options. Quote Packs give you the ability to bundle different types of license usages together when licensing a rights-managed image for advertising, promotional or editorial 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.

Once the category is chosen, select the individual usage from this panel

The screenshot shows the 'fotoQuote Pro 7' application window. On the left is a sidebar with navigation links: 'fotoQuote®', 'Stock', 'Assignments', 'Contacts', and 'Stock Quote'. The main area is titled 'All Marketing Material Pack'. It features a 'QUOTE PACKS' list on the left, a central description of the 'All Marketing Material Pack' (unlimited marketing or promotional usage within a territory and industry selected), and a table on the right for 'License Duration' and 'Distribution'. The 'License Duration' table has columns for '1 Month', '3 Months', '6 Months', '1 Year', '2 Years', '3 Years', '5 Years', and '7 Years'. The 'Distribution' table has columns for 'Local', 'Regional', 'National', and 'Worldwide'. A price tag in the top right corner shows 'Geographic: US Only' for '\$ 3,494'. Below the main content area, there are tabs for 'Usage Fees', 'Value Added', and 'Geographic Factors'. At the bottom, a 'Current Invoice' section shows details for 'New Mexico Stock Request' and 'Rowing Magazine', with two line items: 'Clouds and scenic sky near Santa Fe New Mexico' for 279.00 and 'Media: Magazine Editorial.Consumer' for 488.00.

Many quote packs have distribution criteria

These Quote Packs give your client greater flexibility in how they wish to use the image(s) they license from you. They're 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. At the same time you protect your copyright and maintain control of your images.

# Adding Image Information

**Adding Image Information:** When you add an image use fee you need to define the licensing of that image. When this is done directly from fotoQuote several fields will be populated for you automatically. These include the price, license duration and the fotoQuote criteria such as Press Run and Image Size. Other fields such as placement, territory, versions, exclusivity, etc. have drop-down menus for you to further refine the usage license.

The screenshot shows the 'Image Information' window in fotoQuote Pro 7. The window is divided into two main sections: 'Thumbnail Information' on the left and 'Image License' on the right. The 'Thumbnail Information' section includes a thumbnail image placeholder, an 'Import Image' button, and a 'File Name' field. Below this is the 'Metadata Import Preferences' section, which has options for 'Default Media Type' (set to 'Image') and 'Default Description' (set to 'IPTC Description'), along with a checkbox for 'Update info when importing or updating thumbnail'. The 'Image License' section features a 'Data Entry Method' selector with 'Menu' (selected) and 'Keyboard' options. It includes a 'Range' slider from \$180 to \$360. The 'Image License' form has fields for 'Qty' (1), 'Description', 'Price' (240.00), 'Media' (Brochure), 'Duration' (1 Year), 'Press Run' (1k), 'Image Size' (1/4 Page), and several drop-down menus for 'Placement', 'Distribution Format', 'Territory', 'Release Info', 'Industry', 'Versions', 'Languages', 'Exclusivity', and 'Restrictions'. A 'Note' field is at the bottom. At the very bottom of the window are buttons for 'Copy License to Clipboard', 'Duplicate', 'Cancel', and 'Done'. Annotations with arrows point to various elements: 'Select your preferred method for data entry' points to the 'Data Entry Method' selector; 'Import a thumbnail for the image you are licensing' points to the 'Import Image' button; 'Set your metadata import preferences here' points to the 'Metadata Import Preferences' section; 'If selected from fotoQuote the price will automatically populate this field' points to the 'Price' field; 'Define the image license with these additional criteria' points to the drop-down menus; and 'Copy license so that it can be pasted into the metadata of your image' points to the 'Copy License to Clipboard' button.

Select your preferred method for data entry

Import a thumbnail for the image you are licensing

Set your metadata import preferences here

If selected from fotoQuote the price will automatically populate this field

Define the image license with these additional criteria

Copy license so that it can be pasted into the metadata of your image

**Image Tracking Info:** The thumbnail defaults you select in Setup > Settings and Defaults will populate various fields on the left side of the screen automatically when you import an image thumbnail.

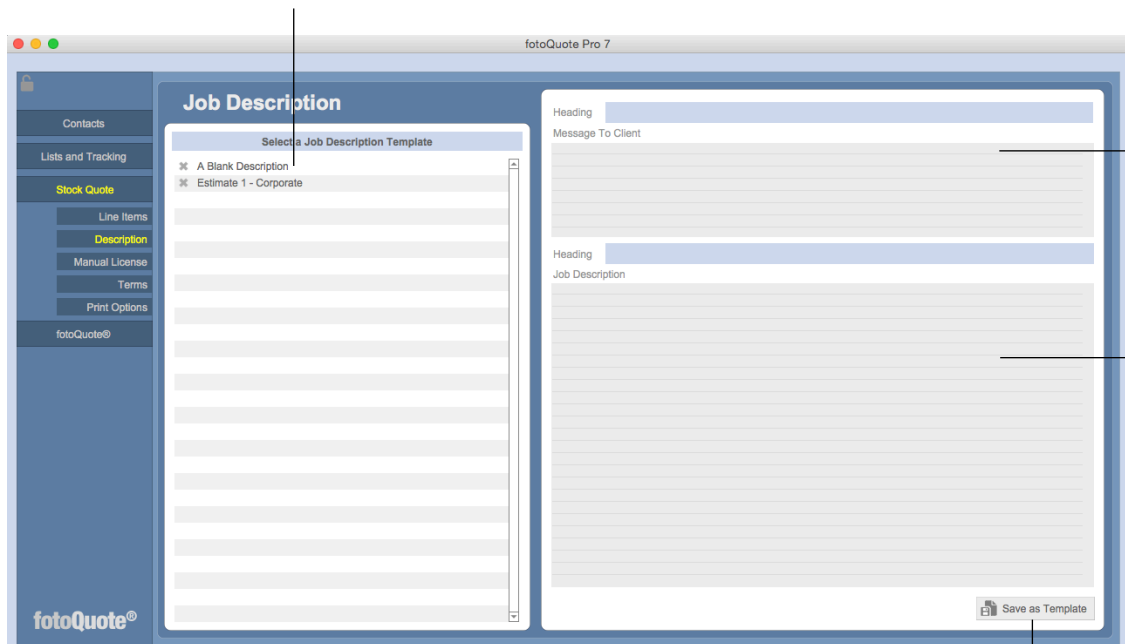
**Data Entry Method:** There are two ways in which you can enter the details of your license. The Keyboard method allows you to tab and type from field to field. With the Menu option you'll need to select the drop-down arrow or click into the field to make your selection.

*Hint: You can update any image license fee by going back into fotoQuote to revise your pricing. When you're done with your research, select the Update Current Usage button from the fotoQuote Stock Pricing screen to update the usage fee for the current image. You can update an image thumbnail as well.*

# Adding a Job Description

**Adding a Job Description:** You have two description text field options. In this first section you can include a message to the client that will print out on the stock quote. This might include important information that is not necessarily specific to the job description. When left blank this section will not print to the stock quote. Use the second larger section to include your description of the job, project description, service provided, etc.

*Select an existing job description by clicking on it in the list*



*Enter your message to the client here*

*Type a new job description or edit an existing one here*

*Save the new job description as a template*

As you create job descriptions that you may use again in the future you can select the Save as Template button from the lower right to store different types of job descriptions. When you need it again for a similar job just call up that template by selecting it from the list on the left. Then you'll be able to make any needed changes for the conditions of your current job.

To change or edit the Heading title for either text field click on the blue line to bring up a list of menu options. To add a new Heading select Edit, add your text and then click in the blue line again to select your new entry.

# Creating a License

**Creating an AutoBuild License:** There are two ways to build your license using the RightsWriter, the AutoBuild or Manual License. This screen shows the AutoBuild License feature. Deciding what rights to grant with your license is an important part of pricing your images. The RightsWriter License Builder helps you build your licensing agreement.

The screenshot shows the 'RightsWriter™ License Builder' window. On the left is a sidebar with navigation links: Contacts, Lists and Tracking, Stock Quote, Line Items, Description, Terms, Print Options, and fotoQuote®. The main area is divided into two panes. The left pane contains fields for Licensee (Mary Feldman), End User (Mary Feldman), and Credit Line (©Russell Baker, All Rights Reserved). Below these are sections for 'Opening Paragraph' and 'Image Usage Licenses' (listing Taos Church with checkboxes for 'No Revisions', 'No Electronic Use', and 'Multiple Insertions'). The 'Closing' section contains a standard disclaimer. At the bottom, there are radio buttons for 'AutoBuild License' (selected) and 'Manual License', along with buttons for 'Apply Changes and Lock License' and 'Ignore Changes and Lock License'. The right pane shows a 'license preview' with a heading, text, and a list of license details including 'Taos Church', 'Media: Magazine Editorial Consumer', 'License Duration: 1 Year', 'Press Run: 100k to 250k', and 'Image Size: 1/4 Page'. It also includes a disclaimer about electronic rights and a transfer clause. At the bottom right of the preview are buttons for 'Copy License to Clipboard' and 'Save as Template'. Annotations with arrows point to various parts of the interface: 'These fields will populate automatically based on the default settings selected, they can be edited here' points to the Licensee/End User fields; 'This is your license preview screen based on the information on the left' points to the right pane; 'The license details are pulled from the usage fee line items on the quote' points to the license details in the preview; 'This information pulls from your stock quote default settings. Select the refresh button to reset the original text' points to the 'fotoQuote®' link in the sidebar; 'Individual line items will be listed here' points to the 'Image Usage Licenses' section; and 'Save the new license as a template to select later as a Manual License' points to the 'Save as Template' button.

These fields will populate automatically based on the default settings selected, they can be edited here

This is your license preview screen based on the information on the left

The license details are pulled from the usage fee line items on the quote

This information pulls from your stock quote default settings. Select the refresh button to reset the original text

Individual line items will be listed here

Save the new license as a template to select later as a Manual License

**Merge Fields:** The Licensee, End User, Licensors and Credit Line are all merge fields that you can insert into the Opening or Closing paragraphs. To insert one of these fields, place your cursor where you want the merge field to appear and click the button adjacent to that item. This will automatically add the contents of that field to your license.

An AutoBuild license takes the information you've already entered about the image usage and builds a license for you automatically. If you want to format your license differently or add additional information you want to use the Manual license instead. The AutoBuild License is also the only way you can include a thumbnail with a license.

# Creating a License - Continued

**Creating a Manual License:** There are two ways to build your license using the RightsWriter, the AutoBuild or Manual License. This screen shows the Manual License feature. It is important to state clearly exactly what rights you are basing the quote on. Stating your terms of doing business clearly and consistently is your best defense against the client trying to dictate your terms for you.

*This is your license preview screen based on the Manual License selection on the left*

*Select a starter template from this panel*

*Changes made here will not affect the original template*

*You cannot print a stock quote with a license that is unlocked. Select one of these options to lock your license*

*Save the new license as a template to select later as a Manual License*

A Manual License is used when you want to customize the way the license information is presented or if you want to use a license template.

*Hint: For stock quotes that are not accepted, you're able to mark them as inactive by selecting this option from Quote drop-down menu.*



# Terms and Conditions

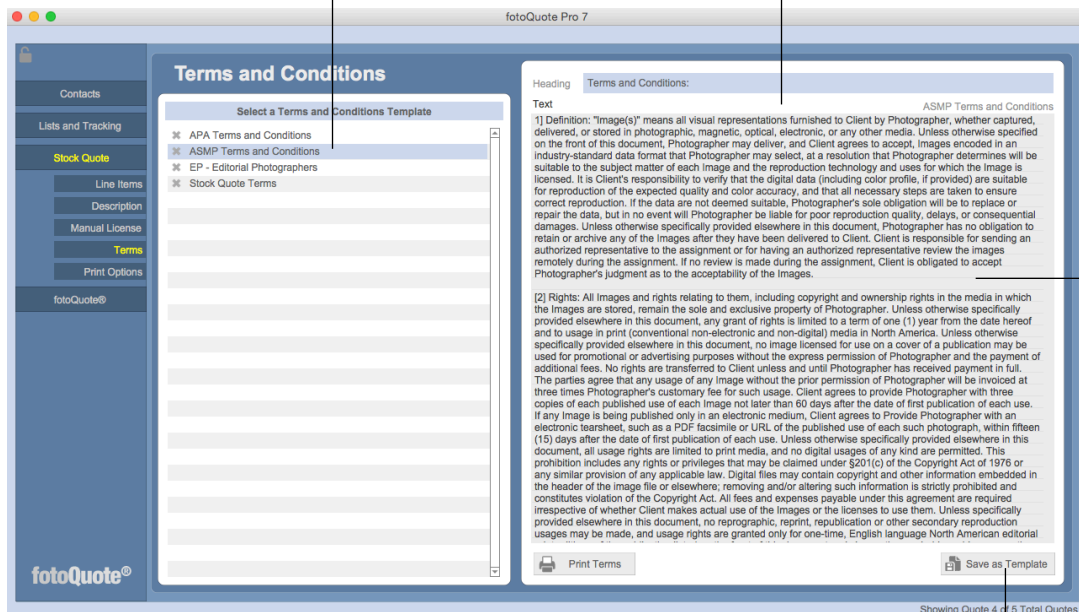
**Selecting Terms and Conditions:** The default terms and conditions you identified as part of setting up your templates will automatically be displayed here. You can select a different set of terms from the list on the left or make edits in the window to the right.

Select an alternate set of terms and conditions from the list

Your default set of terms and conditions will be displayed here

Changes made here will not affect the original template

Any changes made can be saved as a new template



The Terms and Conditions included in fotoQuote for some of the professional organizations were the most current at the time fotoQuote was being upgraded. Be sure to check that you're using the latest version recommended by these respective organizations.

# Print Options

**Stock Quote Printing Options:** The printing options you select under Stock Quote Print Options are only for the stock quote you're currently working on. This allows you to customize the information you want displayed on your quote per job, or per client. The changes you make here do not affect your Stock Quote default settings. If you want to make global changes to your Stock Quote print options that apply to all quotes, go to Setup from the main Contacts screen and then choose the Stock Quote tab under Settings and Defaults.

*Click into the title field to view a list of options. Select Edit to make changes or additions*

*You have two lines for a footer message. Make your selections here or leave blank*

*Define what information you want printed on the Stock Quote*

**Global Setting Print Options:** The Global Settings apply to all stock quotes. The changes you make here will apply to all stock quotes.

# Stock Quote Lists and Reporting

**Finding Stock Quotes:** Working with your Stock Quotes is similar to how you work with your Contacts. Each column has a descending and ascending sort order. To conduct a search for a specific set of quotes select Find Quote from the lower right corner or select Find Quote from the Quotes drop-down menu.

*Click next to each column header to sort the list ascending or descending*

*Select an action to Print Jobs by Category or by Company*

ID	Date	Company	Job Title	First	Last	Status
1073	6/24/2016	World Magazine	Taos Editorial	Mary	Feldman	Active
1072	6/07/2016	Builder's World	Contractor's Assoc. of IL Convention Brochure	Joel	Thompson	Active
1070	5/01/2016	Rowing Magazine	New Mexico Stock Request	Jim	Burger	Active
1068	4/24/2016	Manhattan Publishing	New Mexico Church	Thomas	Right	Inactive

fotoQuote®

Quotes

Select Action:  
Print Jobs by Category

Go

Show Quotes Dated: Last Quarter Start 4/01/2016 End 6/30/2016

Show All Find Quote

Showing Quotes from Last Quarter of 5 Total

*Filter your quotes by various date ranges*

*Select Show All to reset the found set*

**Stock Quote Reporting:** You're able to print reports of your stock quotes by company or by category such as advertising, editorial, corporate, etc. The action you select from the upper right corner will print the current found set displayed on the screen. You'll then have the option to print all quotes in that found set or only those that are active.

**Stock Quote Browsing:** When you select a quote from the displayed list you can quickly browse through those quotes by selecting View from the menu bar or by using the Command and arrow keys to indicate the first, last, next or previous quote.

# Magazine Listing

**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 gives you a good idea of their real budget.

Click through the various tabs to add additional details about the publication

Add a magazine contact to your main client contacts

Click here to quickly toggle between print and web pricing data

Add information about the magazine's print circulation, web visitors, ad and leader-board rates

Import a screen shot of the magazine's cover for quick visual reference

Add a new magazine here

Click the desired letter to conduct a quick sort

Title	Category	Circulation	Full Page Ad	Creative Fee
Maclean's		400029	32600	\$800 CAD
MacWorld	Computers & Electronics	410678	38655	\$720
Mad Magazine				
Magazine Antiques		69300	6340	\$800
Marie Claire	Women's	941148	92465	\$350-\$500
Martha Stewart Living	Home & Garden	1894134	113022	\$1,000-?
Martha Stewart Wedding				
Mary Engelbreit's Home Companion		597000	33350	
Maxim		2517126	191530	\$400-\$850
Maximum PC				
Men's Fitness		616630	56220	
Men's Health		1666245	131360	\$150-\$2000
Men's Journal		664359	74040	
Metropolitan Home		600622	75100	
Midwest Living	Local Lifestyle	913827	86450	\$500
Milwaukee Magazine				\$500
Moffly Media				
Money	Business & Finance	1924414	142885	\$400-\$500
MoneySense	Business & Finance	109000	14500	\$1,000 USD Incl.
Monmouth Health & Life		56000	3840	\$250
More	Women's	1024166	89500	
Mother Earth News	Lifestyle & Interests	322729	17500	
Mother Jones	News	250563	15765	\$400

**Disclaimer:** Due to the constant flux of magazine rates combined with their longevity, this data is intended as a guide only. The Creative Fee column data has been collected from dialogs between EP photographers, probably not from the magazines themselves, and have not been verified. No one takes responsibility for the information - neither us nor Editorial Photographers.

**Hint:** It's a good idea when you're adding your own information to put in a date in the provided "Data is from issue" field so you can quickly know how current the info is over a period of time.