

Estimate Question Sheet

When is the shoot?	
Where is the shoot? On location or in a studio?	
How many days?	
How many subjects?	
How many poses?	
What concept are you trying to portray?	
What message is to be conveyed?	
Will you shoot B&W or colour?	
What will the photos be used for?	
How will the photos be integrated into the your overall marketing plan?	
Will there be talent hired and who will handle the casting of the models?	
Do you need props, wardrobe, special effects. Aerial or underwater shots?	
Will we need to take text into account?	
Can you fax/email me a copy of the layout?	
What is the timetable for the project?	
My I use an assistant? How many?	
Hair/MU, wardrobe, set or food stylist?	
How will the photographs be used?	
What is the scope of the usage?	
Where will they be published?	
What size, circulation, press run, duration will be needed?	
Do you need world rights?	
Will they be used in trade or consumer advertisements?	
Will they be used in internally produced publications?	
Are the photos for the client's archives only?	
Will other people have the use of these photos?	
Will they require reprints?	
Will the images be scanned into your client's archive for future use?	

Estimate based on parameters. Change estimate when parameters change.

Creative Fee/Dayrate = Covers overhead, time, experience

Usage: Buyout = Double the day rate, or yearly rate for usage times 5

To cut cost: limit usage, less talent, closer location, no helicopter