

Sharing The Cost

Basic information on cost-share practices



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

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

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

The second cost segment is the digital production fee. This covers the daily overhead cost of digitally processing the images.

The final segment is the license or usage fee. The license fee is based upon the client's intended use of the images.

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

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

To participate in this cost sharing program, additional clients must arrange participation prior to the date of the assignment. Additional parties may not use photographs without obtaining a license from David Massengill.

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

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