

# PHOTOGRAPHY COST SHARING

how it works & how to make it work for you

Stretch your investment in magazine quality photos that boost prestige and smooth your sales process so you can do more of what you love

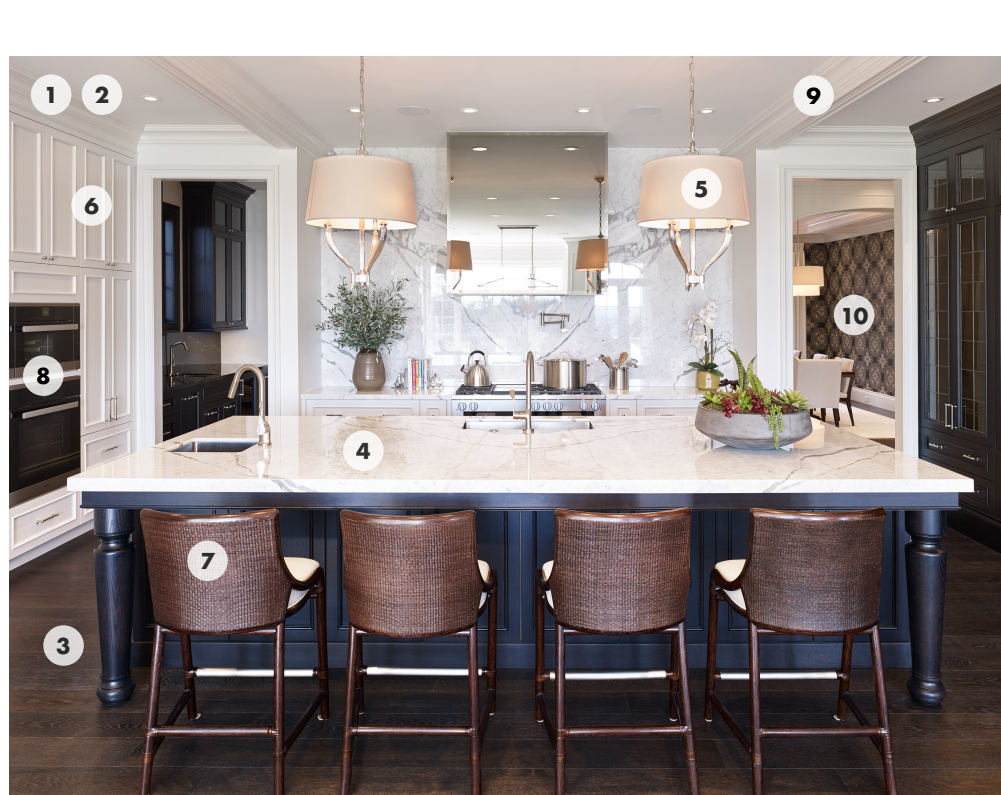
There are many people involved in making your project a success. Reduce your costs, share the success, and appreciate your suppliers by involving them in your photography investment. We call that our **Contributor Program**.

## How it Works

The Contributor Program, in a nutshell

- + We talk with you about the project and how you plan on using the images
- + You list of the suppliers and trades you worked with
- + We reach out to them to see who would like to invest in distinctive photography of their work, and discover if they have any specific requirements
- + We provide an estimate of the creative fees to each interested party
- + All participants approve the estimate
- + We schedule and shoot the project
- + Everyone previews and chooses their favourite images
- + We do final editing and provide images to each participant
- + We follow up and invoice everyone directly

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## Who Wants In?

Many suppliers can use a single image...

- 1 Designer
- 2 Architect
- 3 Flooring
- 4 Stone Fabricator
- 5 Lighting
- 6 Millwork
- 7 Furniture
- 8 Appliances
- 9 Painter
- 10 Wall treatments

...and more!

## 6 Insider Tips



### Share the Love

01 +

Use the Contributor Program to share the cost of photography



### Have Multiples

02 +

Get a discount for using us on multiple projects, especially those located close together



### Don't Cram

03 +

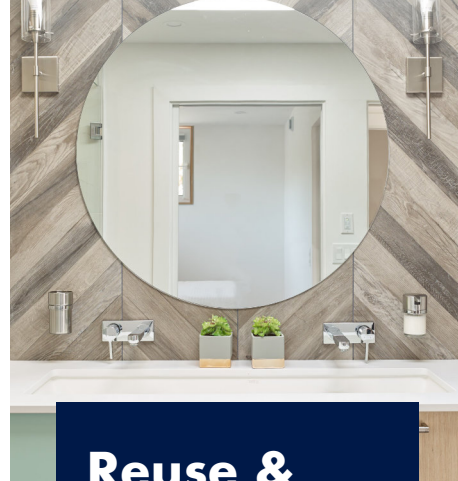
On deadline? Schedule your photography as early as possible. It costs less, and we can deal with weather and other delays.



### Set the Stage

04 +

Make sure your site is clean and staged. That way we can work faster and create better images



### Reuse & Recycle

05 +

Our photos are so crisp and high resolution that you can easily zoom in and crop small details from a single image



### Spread the Word

06 +

Tell your suppliers early so they can think about their photography needs and be ready to share

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## Important Boring Stuff

How our creative fees and image licenses work

Our fees have two components. The creative fee covers our time and expertise in preparation, on-site work, equipment, and travel. The license fee covers our preparation and your usage of each image. You'll pay the license fee per image you use.

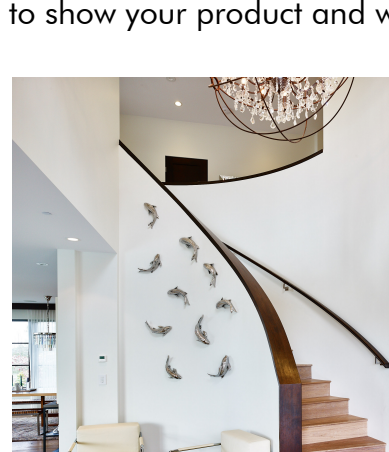
Have specific size requirements, or do you know you'll just need an image for that one spot on your website? We can save your time and money by working to specific image specifications.

We want you to use the images you license from us as often and as widely as you need to. We simply request that you provide us with a proper photo credit wherever possible.

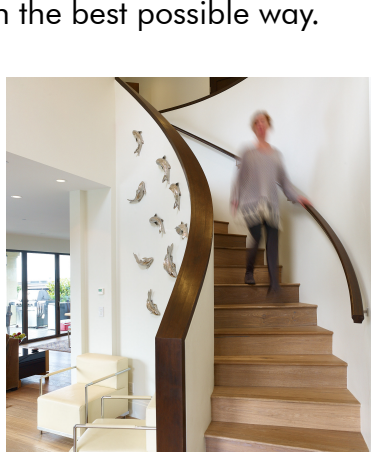
If another party wants to use the images, they need to purchase their own image licenses directly from us.

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If you're a supplier, there are two big benefits to being on board with a shoot before photography begins. It makes photography more cost-effective for everyone. And, it gives you an opportunity to get exactly the unique images you need to show your product and work in the best possible way.



Designer's choice



Stair builder's choice

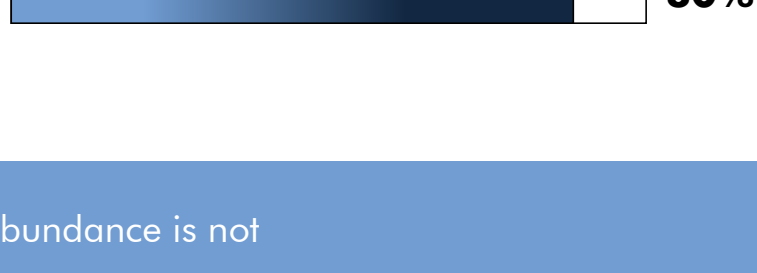
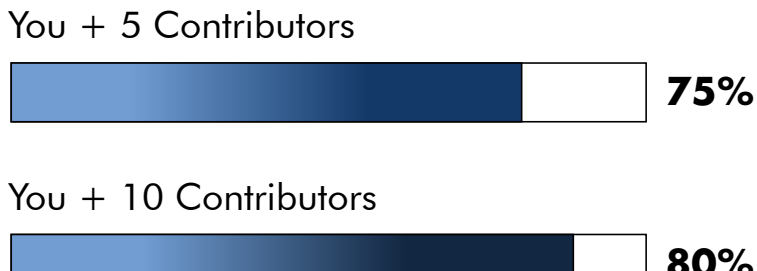
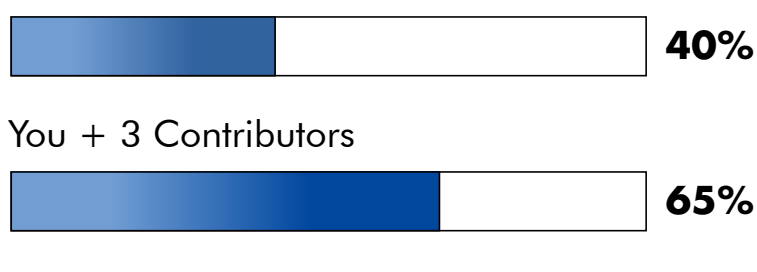
## Cinderella Suppliers

Don't be late to the party

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## How Much Can the Contributor Program Save You?

Each contributor you add to the photo shoot saves you money on your creative fees. Check the chart to see what kind of savings we are talking about. The best part is that we will coordinate the participants on your behalf! Just let us know who you want to partner with, and we'll take care of the legwork.



“ Your abundance is not measured by what you have, it is created by what you share. ”

Heidi Catherine Culbertson