

Copyright

Without a specific contract, Loblolly owns the copyright to all photographs and video that we shoot, even when we are paid to take the photographs or video. This is consistent with current industry standards and U.S. copyright laws. In most cases we shoot photography specifically for a website, brochure, video, campaign or other project that we are working on, and do not charge additional usage fees for the photography in the context of the project. We are most concerned with the quality of all the work we produce, and therefore want the greatest freedom of use of the photography for projects and do not want to have to worry about whether a client is willing to pay extra for usage fees. However, use of the photography beyond the scope of the project is not allowed without our permission and a licensing agreement. This is so that we can control the use of the photograph to ensure the highest quality output, as well as to be fair to ourselves in terms of compensation for our time.

Photo Usage Fees

If we take photography for a website that we are creating for a client, and the client then hires someone else to design a brochure and use our photographs, we charge an additional fee for the use of that photograph. Another example is use by online publications or print publications. These publications need high quality photography to provide interest. In this case our work is used to help their publication be successful, and thus usage compensation is due. In the case of online publications that feature our clients, we require a credit: "photo: loblolly.biz" for the photograph to make it clear that it was not taken by the publication, and no additional fees need to be paid. The credit needs to appear right under the photograph and include a link to our website url: <http://loblolly.biz/>

In this case, the online publication must get the image directly from us to ensure the highest quality and they should follow optimal web formatting guidelines. If an online publication asks for one of our photos they must get it from us. We do not charge for handling these requests. When photographs we take for clients are cross-promotional in nature, and other businesses ask for them as they wish to use photographs we have taken for their own promotion, then our photograph is being used out of the context in which it was taken and a usage fee applies.

Attaining Copyright

If a client likes a particular photo and wishes to "own" the copyright so they can use it in whatever context they want, we quote a copyright fee based on the photo and the context in which it has economic potential. In all cases we reserve the right to use the photo in our own promotion.

Fees

Loblolly charges \$100.00/hr for photo shoots; for shoots with extensive set-up (like lights, talent, multiple people) a minimum \$500.00. Loblolly retains the copyright unless a Contract supersedes this. The photo shoot rate does not include usage by the client beyond the scope of the project, publication or use by a co-promotional partner.

Client usage fees are:

other websites \$25.00

print medium \$75.00

video \$100.00/minute

megaprint, billboards, tradeshow booths, signs \$200.00

Photo Credit Guidelines

Usage must include this credit: "photo: loblolly.biz" to appear under the photo; online use requires a link to the Loblolly website url: <http://loblolly.biz/>