

Photography commercial usage proposal

Photographer: [Name and contact]. Client: [Name and contact].

Campaign and shoot dates: [Details].

Shoot and deliverables

Shoot locations and access: [Details].

Creative fee: [Day rate x shoot days].

Deliver [number] selected images, retouched to [agreed standard], in [formats and dimensions].

Selection process, revision rounds and delivery date: [Details].

Raw files and additional retouching: [Included / excluded / separately quoted].

Usage permission

Permitted campaign and products: [Details].

Media: [Web, social, print, outdoor or specifically named channels].

Territory: [Named regions]. Term: [Start and end dates].

Exclusivity: [Defined category and term, or non-exclusive].

Image alterations, sublicensing and third-party distribution: [Restrictions].

Usage fee: [Amount and currency]. Additional media, territories or renewals need a new agreement.

Copyright and portfolio display: [Agreed terms].

Expenses and total

Creative fee: [Amount].

Usage fee: [Amount].

Assistant: [Amount].

Retouching: [Number of images x fee].

Studio, travel and production expenses: [Amounts].

Total before applicable tax: [Amount and currency].

Payment and responsibilities

Deposit: [Amount and date]. Remaining balance: [Due date].

Cancellation and rescheduling: [Notice, incurred expenses and revised availability].

Client provides [products, participants, releases and location permissions].

Responsibilities for model/property releases and restricted subjects: [Agreed allocation].

License activation: [Condition]. Keep permissions and releases with the approved estimate.

Acceptance

Client and photographer: [Names, signatures and dates].

This starting template is not legal advice; review licensing and release obligations.