



Amendment to Guidelines for editorial artists and photographers.

These guidelines have been modified for coverage of events and celebrations with regard to usage rights as follows:

GLP buys the unlimited right to publish all photos of events and celebrations covered by the magazines in print and on the web. The copyright is shared with the photographer who may sell prints of these images to individuals for their personal use. Use of these images in other commercial publications is still restricted for one year. All inquiries received by GLP for prints of the images will be directed to the photographer. Fees will be negotiated directly between the individual and photographer. GLP is under no obligation to act as agent for the photographer, but retains the right to do so. Please sign this form and return to GLP.

All artists and photographers:

Great Lakes Publishing (GLP) has established a set of guidelines for photographers and illustrators effective with the January 2008 issues of *Cleveland Magazine*, *Inside Business*, *Ohio Magazine* and other GLP publications and products. It is intended to clarify the position of the magazines in terms of rights, usage and compensation.

The enclosed guidelines must be signed and returned to GLP or reply by email indicating you have read and understand them before assignments can be made. This form is valid for all future assignments and will be re-evaluated annually from the date printed at the top.

It should be understood that certain assignments will require negotiation prior to being agreed upon by both parties and this document serves as a basis for that agreement.

We hope these guidelines will help us continue our long standing relationship with our artists and photographers. Please contact me directly with any questions or concerns.

Sincerely,

Lesley Blake
Art Director, *Ohio Magazine*

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Guidelines for Editorial Photographers and Illustrators

The following guidelines are to be used in accepting an assignment for editorial work from Great Lakes Publishing and its affiliates. The artist and art director shall discuss the parameters of an assignment including concept, contact names and numbers, deadline dates, image format, delivery options and number of photos estimated to be used. Terms for creative fees, expenses, rights and responsibilities are as follows unless negotiated and approved by the art director in advance. If requested, a credit line will accompany all photos in print and on the web. Artwork is protected by the publications copyright.

Rights

GLP buys the right to publish artwork in one issue of any of their publications in North America, to include the artwork accompanying the same story on the web for an unlimited period of time, to use the artwork in its original context for its own promotional or advertising purposes in print and electronically and to offer reprints of an article to our clients that includes the artwork, both in print and electronically, based on the reprint fee structure listed below. If the artwork is reused, out of its original context, in a separate issue of one of our own publications, we will pay a reuse fee based on the stock images rates listed below.

Assigned images are to be used exclusively by GLP and its clients and may not appear in another publication or web site throughout Ohio and the surrounding area for one year.

Artwork of GLP events and celebrations, and photos involving staff members, will be jointly owned by GLP and the artist and fees will be negotiated in advance of each such event.

Images will be archived by GLP as part of the complete magazine's original context, in pdf format.

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Responsibilities

The artist is assigned as an independent contractor for GLP and, in this roll, will refrain from any slanderous or libelous behavior. They are not to discuss specific issues relating to the assignment or the story with the subject, but will refer the subject to the editor or art director for clarification.

They shall supply written detailed information relating to the names of people, places and things in their work, with correct spelling. It is the artist's responsibility to supply and obtain the appropriate model release from all subjects. All submissions should be carefully organized and clearly marked with details of the assignment: Artist's name, subject name, shooting date, issue date, and any other relevant details.

Creative Fees

The following fee structure is to be used as a guide to all assignments.

Cover (including images for cover story)	\$700.00
Feature Story	\$400.00
Department	\$275.00
Day Rate	\$700.00
Parties and events (multiple images)	\$275.00

Expenses

Film and Processing (not to exceed)
35mm \$20.00 per roll clips or pushed additional \$7.50 per roll
120 \$25.00 per roll (same)
4x5 \$ 5.00 per sheet
Poloroid (pack film) \$ 1.75 per sheet
Poloroid (4x5) \$ 2.25 per sheet

Digital Post-Production Service Fees

Fee for this service is 10% of creative fee.
Shoot assignment in RAW mode.
Limit selection to 36 edited images per shoot whenever possible.
Place low resolution jpegs of each image in a separate folder.

Example:

Burn CD with RAW files and low rez jpegs and deliver to GLP.	
Department shooting fee	\$275.00
Post production fee	\$27.50
Total invoice	\$302.50

Assistant(must be approved in advance) \$150.00 per day \$80.00 1/2 day
Mileage (outside of your county) \$0.31 per mile
Rentals must be approved in advance.
Miscellaneous expenses exceeding \$50.00 must be approved in advance.

Digital File Guidelines and Organization

We require identifying information on each shoot. Names of people, places and things with correct spelling; dates, places and any other relevant details. File names should be no more than 8 characters. Files should be organized logically in folders for each subject (people [or persons name], place (location), interior, food, etc.) and by file format (RAW, tiff, low rez or high rez). Photographers name, assignment subject and issue date marked on each cd. For multiple cd's mark them 1 of 3, 2 of 3, etc. See post-production instructions for file formats.

For quality purposes, GLP is committed to capturing digital files in RAW mode and, upon our request, photographers must be able to supply the image in this format. Images should be a minimum of 300 dpi at a print size of at least 4x5".

Stock Images

Great Lakes Publishing occasionally purchases stock images from individual artists.

The following is a guideline for the fees.

The same rights apply to stock images as stated above. When necessary, stock fees are subject to volume discounts.

less than quarter page	\$ 40.00 per image
quarter to half page	\$ 50.00 per image
half to full page	\$100.00 per image
two page spread	\$200.00 per image
cover	\$300.00

Reprints

Companies and individuals are sometimes interested in reprints, both web and printed, of an article from one of our publications to extend the circulation of their story. The average quantity of reprints ordered is between 500 and 5,000. These reprints are used to enhance the information distributed by a company or individual. They are not resold by the client.

The reprint includes a credit for the artist and the phrase “Reprinted with permission of Great Lakes Publishing (or one of its magazines or other publications)”. GLP will handle the sale and production of the reprint and will compensate the artist based on the fee guidelines listed below. Additional reprints or a longer time period will require additional fees based on this scale. The artist may bill us for the reprint fee upon our receipt of a confirmed order from the client.

Once ordered, the photo will be reused for the purpose of the reprint only and will not be reproduced in any other form or be used for any other purpose. The artist acknowledges that this agreement is part of the acceptance of an assignment.

Print Fees for companies under \$500 million in annual sales

For up to 5,000 reprints	\$ 75.00 per image
For 5,000 to 10,000 reprints	\$100.00 per image
For over 10,000 reprints	\$200.00 per image

Print Fees for companies over \$500 million

For up to 5,000 reprints	\$150.00 per image
For 5,000 to 10,000 reprints	\$200.00 per image
For over 10,000 reprints	\$400.00 per image

Web Fees for companies under \$500 million (web based images will be converted by GLP)

For up to six months usage	\$ 75.00 per image
For six months to one year	\$100.00 per image
For over one year	\$200.00 per image

Web Fees for companies over \$500 million

For up to six months usage	\$150.00 per image
For six months to one year	\$200.00 per image
For over one year	\$400.00 per image

Posting digital files to our FTP site.

Log on to GLPublishing.com and follow FTP instructions. Call to confirm the successful download of your files. Always begin file names with the initials of the magazine they are for: CM=Cleveland Magazine, OM=Ohio Magazine, IB=Inside Business.

Ownership Representations

By submitting your photos or artwork you agree to the Great Lakes Publishing terms of use stated above. You agree that you are the copyright owner of the images submitted for our use and have the right to authorize GLP to publish these materials. You also agree that you have obtained all the necessary consents and permissions relating to the materials you submit for publication. You further agree to indemnify GLP and its clients against any damages, including attorneys fees, relating to a breach of this agreement.

These guidelines supercede and are in lieu of the terms of any individual artist's submitted forms or proffered agreements.

You must sign, date and return this form before any assignment can be made. This form is valid for all assignments and submissions. Payment is mailed within 30-60 days from receipt of an approved invoice in the GLP accounting department.

Artist Signature Date

Print Name

Art Director Date