

G R E A T L A K E S P U B L I S H I N G

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Guidelines for Artists and Photographers

All artists and photographers:

Great Lakes Publishing (GLP) has established a set of guidelines for photographers and illustrators for its publications and products. It is intended to clarify the position of the magazines and custom publications in terms of rights, usage and compensation.

Before assignments can be made, you must sign and return the enclosed guidelines to GLP or reply by email indicating you have read and understand them. 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 us directly with any questions or concerns.

Sincerely,

The Great Lakes Publishing Art Department

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 phone numbers, deadline dates, image format, delivery options and estimated number of photos to be used. Terms for creative fees, expenses, rights and responsibilities are as follows unless negotiated and approved by the art director in advance. A credit line will accompany photos in print and on the web, when applicable. Artwork is protected by the publication's copyright.

Rights

Except in case of Work for Hire photo shoot assignments, GLP buys the right to publish artwork in one issue of any of its publications in North America, to include the artwork accompanying the same story in perpetuity on the Web, to use the artwork to promote the same story in perpetuity on social media accounts associated with the publications, to use the artwork in its original context for its own promotional or advertising purposes in print and electronically. If the artwork is reused out of its original context, we will pay a reuse fee based on the Additional Usage rates listed below.

Images from assigned photo shoots are to be used exclusively by GLP and its clients and may not appear in another publication or website throughout Ohio and the surrounding area for one year.

Great Lakes Publishing or its client will own the copyright of all material created during a Work for Hire assignment royalty free, exclusively and in perpetuity.

Events and Celebration Coverage

GLP buys the unlimited right to publish all photos of events and celebrations covered by the publications in print and in perpetuity 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.

Responsibilities

The artist is assigned as an independent contractor for GLP and, in this role, will refrain from any slanderous or libelous behavior. He or she is 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.

The artist shall supply detailed information relating to the names of people, places and things in their work, with correct spelling. It is also 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.

Payment

Payment is mailed within 60 days from receipt of an approved invoice in the GLP accounting department. GLP requires an up-to-date W-9 form to be on file with the accounting department in order to process payment. The address on your invoice must match the address on your W-9 form to be accepted.

Digital File Guidelines and Organization

We require identifying information on each shoot: names of people, places and things with correct spelling; and dates, places and any other relevant details. Information can be submitted in the "File Info" field, as metadata or on an accompanying document. File names should be no more than 8 characters. Files should be organized logically in folders or online galleries for each subject (people [or person's name], place/ location, interior, food, etc.) and by file format (RAW, JPEG, TIF, low-resolution or high-resolution). 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 9"x 12".

File Submission

Files may be submitted to an art director per a method agreed upon by the artist and the art director. These include, but are not limited to: Dropbox, Hightail, WeTransfer, Flickr or flash drive.

Base Creative Fees

The following fee structure is broken down and is to be used as a guide to base fees for all assignments. When necessary, creative fees are subject to volume and other discounts. Special considerations may apply.

1. Assignment Rates

Cover (including images for cover story)	\$700.00
Cover only (no cover story inside)	\$400.00
Feature story	\$400.00
Department	\$225.00
Day rate / Half-day rate (first-time rights)	\$700.00 / \$400.00
Parties and events (multiple images)	\$225.00 (Flat fee. Mileage applied outside home county.)

*Unused outtakes from client-owned photo shoots not eligible for sale to additional clients.

An additional \$100 is applied to parties and events featured in more than one publication.
All fees include usage of outtakes for digital edition bonus content.

Digital Post-Production Service Fees: The fee for this service is 10% of creative fee.

Additional Expenses (must be pre-negotiated and approved)

- Assistant: \$150.00 per day / \$80.00 per half-day
- Mileage (outside of contributor's home county) \$0.31 per mile
- Rentals must be approved in advance.
- Additional miscellaneous expenses must be approved in advance.

Cancellation / Kill Fees

Cancellation ("kill") fees are issued based on the amount of work completed. Upon cancellation / kill, all rights to the art revert to the artist.

2. Assigned Photo Shoot Additional Usage

GLP reserves the right to license images created during assignment photo shoots to interested clients. The artist who created the image would receive additional royalties as listed below:

Single-Use License	\$75.00 per image
Multiple-Use, exclusive* license for 2 years	\$200.00 per image
Multiple-Use, exclusive* license in perpetuity	\$400.00 per image

*Previously sold usage must be disclosed and no additional usage can be granted during the set time frame.

3. Work for Hire Rates

Work for Hire photo shoots are for clients who intend to use the images for marketing purposes and hire GLP to direct the shoot. The client owns the rights to images created during the photo shoot royalty free, exclusively and in perpetuity.

Day rate (5-10 edited images)	\$1,400.00
1/2 day rate (2-5 edited images)	\$800.00

Digital Post-Production Service Fees: The fee for this service is 10% of creative fee.

Additional Expenses (must be pre-negotiated and approved)

- Assistant: \$150.00 per day / \$80.00 per half-day
- Mileage (outside of contributor's home county) \$0.31 per mile
- Rentals must be approved in advance.
- Additional miscellaneous expenses must be approved in advance.

Cancellation / Kill Fees

Cancellation ("kill") fees are issued based on the amount of work completed. Upon cancellation / kill, all rights to the art revert to the artist.

4. Stock Images

GLP occasionally purchases stock images from artists, meaning images shot for reasons other than on assignment for GLP. The following is a guideline for the fees per publication, based on this one-time usage. When necessary, special fee considerations may apply.

Thumbnail-sized image	\$20.00 per image
One-fourth page or less	\$40.00 per image
One-third to one-half page	\$50.00 per image
Three-fourths to full page	\$100.00 per image
Two page spread	\$200.00 per image
Cover (Editorial)	\$300.00 per image
Cover (Custom Media)	\$200.00 per image
Digital Edition Bonus Content	\$25.00 per image

Illustration Revisions

Illustration artists agree to submit at least one rough sketch prior to finalization for the art director's approval. No additional charges shall be incurred for changes required to bring final artwork up to original specifications or assignment description. GLP agrees to offer the artist the first opportunity to make any changes to final artwork. It is understood that the rate per illustration will be discussed between the artist and the art director and that the owned copyright will be included.

Social Media Guidelines

While we respect the artist's right to promote their work on social media or their owned platforms, we kindly ask that you refrain from posting photos that may reveal the subject of a not-yet-published article. The artist agrees to not publicly display any photos on social media until the public release date, unless otherwise determined.

Ownership Representations

By submitting your photos or artwork, you agree to the GLP 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 attorney's fees, relating to a breach of this agreement.

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

The Contractor understands that they are an Independent Contractor and not an employee of GLP. The contractor understands that there are risks associated with participation in this contract (activity). The contractor assumes all these risks. These risks or outcomes may arise from the contractor's own or other's actions, inactions or negligence, or the condition of the Activity location(s) or facility(ies). Nonetheless, the contractor assumes all risks of their participation in this Activity, whether known or unknown, including travel to and from the Activity or any events incidental to this Activity. The contractor also agrees to hold GLP harmless from any and all claims.

You must sign, date and return this form before any assignment can be made. This form is valid for all assignments and submissions.

ARTIST SIGNATURE

DATE

PRINT NAME

EMAIL AND PHONE NUMBER