

## SUGGESTED GUIDELINES FOR NEGOTIATING ADDITIONAL USAGE

TERRITORY	PRINCIPLE	SINGLE ADDED MEDIA	MULTI MEDIA	2ND YEAR	3RD YEAR
AUSTRALIA	BUR	50%-100%	100%-200%	100% OF 1ST YEAR	50% OF 1ST YEAR
SINGLE ADDED COUNTRY (eg. New Zealand)	TRY 75%	75%	150%	100% OF 1ST YEAR	50% OF 1ST YEAR
ASIA (excluding Japan and China)	Try each country 75%	150%	200% 1ST YEAR	100% OF 1ST YEAR	50% OF 1ST YEAR
ASIA (including Japan, excluding China)	200%	250%	300%	100% OF 1ST YEAR	50% OF 1ST YEAR
JAPAN	100%	150%	200%	100% OF 1ST YEAR	50% OF 1ST YEAR
EUROPEAN UNION	200%	250%	300%	100% OF 1ST YEAR	50% OF 1ST YEAR
NORTH AMERICA	200%	250%	300%	100% OF 1ST YEAR	50% OF 1ST YEAR
SOUTH AMERICA	100%	150%	200%	100% OF 1ST YEAR	50% OF 1ST YEAR
WORLDWIDE	500%	600%-700%	750%	100% OF 1ST YEAR	50% OF 1ST YEAR
WORLD WIDE WEB			100%-150%		
ALL USES LICENCE			NOT LESS THAN 750%		
<p><b>BASE USAGE RATE (BUR):</b> Refers to the photographer's fee negotiated for the shoot</p> <p><b>PRINCIPLE MEDIA (1-2 YEAR LICENSE):</b> BUR negotiated for the principle purpose set out by client at the time of commission (this BUR could include 1,2 of the following, press, poster; outdoor; point of sale, direct mail, packaging, brochure, annual report, TV)</p> <p><b>SINGLE ADDED MEDIA:</b> Any of the above mentioned media, or limited extra use, outside the client's original commission</p> <p><b>MULTIPLE MEDIA:</b> Any of the above mentioned media, or extensive use outside the client's original commission. Excluding the World Wide Web.</p>					