



## *MARC PERKINS PHOTOGRAPHY*



If you like my images enough to consider using them, I'm honored. In this guide I discuss what I do, and how I license images for small businesses.

If you have any questions, or want something not shown here, please contact me for more information.

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## WHAT I DO

### BIOLOGICAL

I'm a biology professor, and love taking pictures of the often ignored side of life. Lichen, microscopic organisms, insects, and plants all are favorite subjects; my preference is to bring them to life by showing them in context at a size where we can appreciate their finer details.

### CUSTOM WORK

I'm happy to do custom work, and don't charge extra for it\*. My risk-free policy applies to my custom work too: you only pay for the photos you want, after they've been delivered to you. No hourly charge, no up-front fee.

### FOOD

I love cooking, I love eating, and I love photographing beautiful food. I prefer to take pictures of food in a natural context, with a rough, spontaneous look; studio food photography isn't my thing. My loving partner often gets annoyed at my desire to spend a long photo session with food before eating it :)

### RISK FREE

Full-size, un-watermarked images are delivered to you before any payment is required; pay only if you are satisfied with what you've received. Of course if you don't pay, you have no license to use the images, and I'll send my insect minions after you if you do use them :)

### UNLIMITED DURATION USE

When you buy a picture from me, you buy it for life. Basic licenses include using the image on a single website page or in a single publication. Want to use the image over and over again? Unlimited web and print licenses are available, for only the cost of two single uses.

### BULK PRICING AVAILABLE

Want more than one image? I can help :) Typically I have a "buy three, get the fourth free" policy\*\*, but talk to me for other arrangements.

\* Unless there are travel or equipment costs, or the job is expected to take many hours.

\*\* Fourth free image must be of equal or lesser value to the lowest-value image in the batch.



ELECTRONIC IMAGE SALES: SMALL BUSINESS PRICING	# OF IMAGES	COST
Digital contact sheet of images for your review, listing the size of the original and cropping options (if desired)		Free
<b>WEB</b>		
300 pixel image, single use of the image on one website	1	\$25
500 pixel image, single use of the image on one website	1	\$45
1,000 pixel image, single use of the image on one website	1	\$95
<b>PRINT</b>		
2.5" image printed at 250 ppi (625 pixel image), single use in one printed work	1	\$30
5" image printed at 250 ppi (1,250 pixel image), single use in one printed work	1	\$50
10" image printed at 250 ppi (2,500 pixel image), single use in one printed work	1	\$150
<b>OPTIONS</b>		
Multi-use license (use one size of the image as many times as you want in either web or print)		Cost of two uses
"I want it all" license (use one print size of the image as many times as you want in both print and web)		Cost of three uses



**TIP**

For most web use, where the picture is not the focal point of the page, a 300 pixel, single-use image should be plenty, and may give you some options to resize or crop the image if desired. If you want the image to be a focal point of the page, or want lots of cropping or editing options, you probably want a bigger size. To see samples, go to: <http://www.marcperkins.net/marcperkins/sizedemo.html>

**RISK FREE**

Full-size, un-watermarked images are delivered to you before any payment is required, even for custom work\*.

Sizes are the length, in pixels, of the long edge of the image. All images are sold under a non-exclusive, unlimited-duration license for use as specified above. You are free to reasonably modify the image once delivered. Images must be credited to Marc Perkins; the credit should include a link back to my website (marcperkins.net); no-credit licenses are available. Images delivered via e-mail as quality 95 JPEG files as specified above; you are responsible for independently confirming that the images I deliver will meet your website or printing needs technically and artistically.