



Updated 2/24/16

Guidelines for Editorial 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 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

Great Lakes Publishing

1422 Euclid Avenue / Suite 730 / Cleveland, Ohio 44115 / Phone (216) 771-2833 / Fax (216) 830-3935

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 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

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 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, and to offer reprints of an article to our clients that include 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 website throughout Ohio and the surrounding area for one year.

Artwork involving GLP staff members will be jointly owned by GLP and the artist, and fees will be negotiated in advance.

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

Events and Celebration Coverage

GLP buys the unlimited right to publish all photos of events and celebrations covered by the magazines 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 30-60 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.

Portfolio PDFs

GLP may provide the artist a low-resolution PDF of their portion of a completed article for their personal/ portfolio use only. Once provided by the assigning art director, the artist agrees to not publicly display the PDF until the 1st of the month of the issue's publishing date, unless otherwise determined. The PDF should only be displayed in the original context of the article and can not be altered in any way. The PDF may not be shared with a third party unless permission is granted by GLP. Third party requests should be directed to the assigning art director for pricing.

Base Creative Fees

The following fee structure is broken down per publication 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.

Editorial

Cover (including images for cover story)	\$700.00
Cover only (no cover story inside)	\$400.00
Feature Story	\$400.00
Department	\$275.00
Day Rate / Half-day Rate	\$700.00 / \$400.00
Parties and events (multiple images)	\$225.00 (Flat fee. Mileage applied outside home county.)

Custom Media

Cover (including images for cover story)	\$600.00
Cover only (no cover story inside)	\$300.00
Feature Story	\$300.00
Department	\$225.00
Day Rate / Half-day Rate (First-time rights)	\$700.00 / \$400.00
Day Rate / Half-day Rate (Client-owned rights)	\$1400.00 / \$700.00
Parties and events (multiple images)	\$225.00 (Flat fee. Mileage applied outside home county.)

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.

Invoice Example: Department shooting fee \$275.00
Post-production fee \$27.50
Total invoice \$302.50

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 exceeding \$50.00 must be approved in advance.

Cancellation and Kill Fees

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

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. Information can be submitted in the "File Info" field, as meta-data 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. Please limit selection to 30 edited images per shoot whenever possible. Place low resolution jpegs of each image in a separate folder. Images should be a minimum of 300 dpi at a print size of at least 9" x 12".

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.

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, flash drive and CD

GLP has an FTP site available for use, if preferred. 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, LEL = Lake Erie Living

Stock Images

GLP occasionally purchases stock images from individual artists. The following is a guideline for the fees per publication. The same rights apply to stock images as stated above. When necessary, special fee considerations may apply.

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)	\$125.00 per image
Digital Edition Bonus Content	\$25.00 per image

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 GLP (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 Reprint Fees

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

Web Reprint Fees

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

Social Media Guidelines

While we respect the artist’s right to promote their work on social media 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 1st of the month of the issue’s publishing 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.

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

Art Director

Date