

Schweizer Berufsfotografen und Fotodesigner  
Photographes professionnels et photodesigners suisses  
Fotografi professionisti e fotodesigner svizzeri  
Swiss professional photographers and photo designers

# RECOMMENDED SBF GUIDELINES 2011 for the calculation of photographic commissions

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All prices are to be understood as Swiss francs (CHF) not including VAT.

DAILY RATE	up to 8 hours
HALF-DAILY RATE	up to 4 hours – daily rate divided by 2 plus 10-20% mark-up in view of short assignment
HOURLY RATE	daily rate divided by 8 plus 10-20% mark-up in view of short assignment (applies also to overtime hours)

Mark-up for express service, night work and work at weekends: 15-25%

In other respects the General Terms and Conditions of Business of the SBF shall apply.

## PRODUCTION (SHOOTING)

### 1. Photographer / Photo Designer

**Daily rate ca. CHF 1800 to ca. CHF 5000**

- The fee varies depending on the region, market value, equipment and infrastructure of the photographer / photographic designer. It remains open to the photographer / photo designer to charge different rates for other services (e.g. photographic reports, reproductions, portrait photographs, stock photography etc. as well as for national or international orders).
- The fee is to be understood as not including one-off data charges or any other additional expenses.
- Processing costs are not included in the fee. These will be charged for separately.
- Any incidental costs and travel expenses that fall due will be charged to the customer separately and in addition.

### 2. Reproduction fees

**The remuneration for reproductions will be based on the following criteria:**

Type of use – based on the medium in which the pictures are to be used. A differentiation is made between online publicity materials (websites, intranet, online publicity on external web pages), Print Below the Line / BTL publicity materials (trade fair stands, brochures, PR etc.) and Print Above the Line / ATL publicity materials (advertisements in journals and newspapers, posters etc.).

Scope of use – based on the size / format in which the picture is reproduced.

Dissemination – based on the edition, the quantity of the medium printed or produced, or the duration of the publication.

- A right of reproduction for the purpose envisaged is included in the price of the photo in accordance with the defined scope, as a rule for the duration of one year from the date of the first appearance of the picture.
- Print ATL publicity materials and the international use of pictures, as well as a right of reproduction going beyond the period of one year, shall entitle the photographer / photo designer to charge additional reproduction fees per subject, as defined below:
  - a) National print ATL publicity materials, add at least 1 daily rate per year
  - b) International print ATL publicity materials (including Switzerland), add at least 2 daily rates per year
  - c) Right of use extending beyond the period of one year, add at least 1 daily rate per year
  - d) Exclusive rights and blocking periods: mark-up by individual agreement.

## FEES FOR SELF-EMPLOYED PERSONS

In the execution of photographic commissions, the photographer / photo designer may make use of the services of auxiliary personnel. Their fees and any expenses incurred shall be charged to the customer. Based on mutual agreement in the given case, the fees may be paid by the photographer / photo designer and the customer subsequently invoiced, or they may be paid directly by the customer. Directly paid fees can be subject to a handling charge of 5% to 10%.

### 3. Assistant

**Daily rate ca. CHF 400 to ca. CHF 600**

### 4. Digital Operator

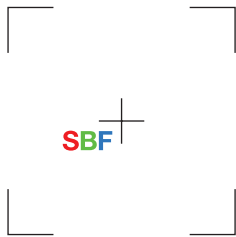
**Daily rate ca. CHF 600 to ca. CHF 800**

### 5. Stylist

**Daily rate ca. CHF 900 to ca. CHF 1200**

### 6. Visagist / Make-up & Hair Artist

**Daily rate ca. CHF 700 to ca. CHF 1000**



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## FEES FOR MODELS

### 7. Models, supernumeraries, amateur models etc.

#### Charges based on the labour and outlay involved

- Travel expenses and the cost of catering and accommodation will be charged to the customer in addition.
- The invoices of model agencies (model's fees, agency charges plus any incidental costs and expenses incurred) will be as a rule made out in the customer's name and are to be directly paid by the latter.
- Responsibility and risk: the photographer / photo designer admits no liability for the changed looks or non-appearance of the models. Personality rights: the photographer / photo designer admits no liability for the use of the picture in a way that goes beyond the agreed purpose or period of time. Without agreement to the contrary, the right of use shall generally remain in force for one year. The customer is not entitled to pass on the picture to third parties.
- The fees of actors no belonging to an agency (e.g. supernumeraries, amateur models etc.) will as a rule be paid directly by the photographer / photo designer, and the charges passed on to the customer. Directly paid fees can be subject to a handling charge of 5% to 10%.

## MISCELLANEOUS CHARGES

### 8. One-off data charges

#### Charges based on the labour and outlay involved

- One-off data charges will be dependent on the digitalisation equipment used and on the size of the file or files. One-off data charges are not included in the photographer's fees, and will be invoiced separately. The one-off data charge covers roughly colour-adjusted / contrast-adjusted RGB files. Fine retouching, CMYK processing and montage work will be charged for separately.

### 9. Driving / travel times

#### Daily rate ca. CHF 900 to ca. CHF 3000

- At least 50% of the photographer's / photo designer's daily rate or of the hourly rate based on this.

### 10. Travel expenses / accommodation / catering / telephone calls

#### Charges based on the labour and outlay involved

- Car travel expenses – please see the computation tool at <http://www.tcs.ch> → Kilometre costs
- Catering expenses for the entire Crew
- Accommodation: 100% of the costs incurred, in case of shoots lasting several days and calling for one or more nights of overnight accommodation.
- One-off charge for telephone calls / roaming / internet – above all in connection with international productions and/or productions lasting several days.

### 11. Costs of additional and special equipment, studio hire

#### Charges based on the labour and outlay involved

- The cost of the hire of additional and special equipment (to the extent that the execution of an order calls for the use of equipment that goes beyond the standard equipment that is generally available), as well as expenses for auxiliary resources (e.g. special backgrounds etc.), shall be charged to the customer.
- The use of external studios will be charged to the customer separately. Prices will vary in accordance with the size and infrastructure of the studio in question. Please note: in most rented studios the use of the equipment does not form part of the price and must be paid for additionally.

### 12. Insurance

#### The insurance of valuable objects is the responsibility of the customer.

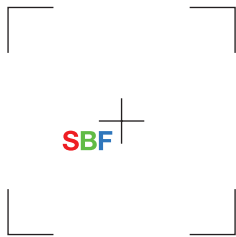
- On the customer's request, the photographer / photo designer may take out an insurance policy and charge the customer accordingly.

## PRE-PRODUCTION

### 13. Discussions / planning work / production organisation

#### Daily rate ca. CHF 900 to ca. CHF 3000

- At least 50% of the photographers' / photo designer's daily rate or of the hourly rate based on this.
- Any incidental costs and travel expenses incurred will be charged to the customer separately and in addition.



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#### 14. Test shots / presentations

**Daily rate ca. CHF 900 to ca. CHF 3000**

- At least 50% of the photographer's / photo designer's daily rate or of the hourly rate based on this, with the addition of one-off data charges.
- The pictures shall be used exclusively for presentation purposes and do not carry any further rights of reproduction.
- If the test shots are used at a later stage in a definitive sense, the photographer / photo designer must in every case be consulted. In such a case at least the standard daily rate / reproduction fee (see PRODUCTION, points 1-2) will be charged.
- Any incidental costs and travel expenses incurred will be charged to the customer separately and in addition.

#### 15. Location research / search for locations

**Daily rate ca. CHF 800 to ca. CHF 2500**

- Location research / search for a suitable location may be carried out either by the photographer / photo designer directly, or by a location scout or producer (daily rate CHF 600 to CHF 1200 or more).
- The cost of any authorisations required, as well as any hire prices and fees and travel expenses incurred, will be charged to the customer separately and in addition.

#### 16. Model Castings

**Daily rate ca. CHF 800 to ca. CHF 2500**

- Model casting may be carried out either by the photographer / photo designer directly, or by a casting / model agency or a producer.
- If casting is carried out by a casting or model agency or by a producer, the fees shall be based on mutual agreement.

#### 17. Procurement and return of clothing and props

**Daily rate ca. CHF 800 to ca. CHF 1200**

- The fee does not include any expenses incurred, or any hire, loan or purchase charges in connection with props. These will be charged for in addition.

## POST-PRODUCTION

#### 18. Digital picture editing by the photographer / photo designer

**Daily rate ca. CHF 1200 to ca. CHF 2800**

- Digital picture editing (retouching, cropping, colour adjustments etc.)
- When digital picture editing is carried out by a lithographer or graphics editor – fees based on mutual agreement.

#### 19. Supervision of post-production by the photographer / photo designer

**Daily rate ca. CHF 1200 to ca. CHF 2800**

- Supervising ongoing project work (picture editing, lithography, printing etc.)

#### 20. Digital special print / fine art print by the photographer / photo designer

**A4/A4+ ca. CHF 30 up to ca. CHF 120**

**A3/A3+ ca. CHF 60 up to ca. CHF 240**

**A2/A2+ ca. CHF 120 up to ca. CHF 400**

**per m2 ca. CHF 160 up to ca. CHF 500**

- Billing based on effective consumption or in accordance with previously agreed one-off charges.
- Discussions, scheduling and quality controls (see POST-PRODUCTION, point 19).

#### 21. Data handling, data transfer, archiving, storage and safekeeping of graphics data etc.

**Based on mutual agreement.**

#### 22. Usage fees for archive / stock pictures

- For rights of reproduction for archive pictures, the prices defined by the SAB (Association of Photo Agencies and Archives) are recommended. See [www.sab-photo.ch](http://www.sab-photo.ch) (link Price recommendations).

**PLEASE NOTE:** a listing of services and auxiliary resources of the SBF may be found at <http://www.sbf.ch/dienstleistungen/>.