

**All fees are for "one-time" use**  
(unless a different usage period is listed).

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## **ADVERTISING**

USAGE TYPE	SIZE/PLACEMENT	COPIES or CIRC.	USE FEE
Brochure	1/4 page inside	< 5,000	\$250.00
Brochure	full page cover	< 5,000	\$660.00
Magazine Ads	1/4 page inside	< 20,000	\$330.00
Newspaper Ads	1/4 page	<100,000	\$250.00
Package Design	small or spot use	< 20,000	\$275.00
Transit Displays	(3 months display)	< 2,000	\$600.00
Billboards	(3 months display)	12 boards or less	\$550.00
Point of Purchase	small or spot use	< 5,000	\$350.00

## **CORPORATE**

USAGE TYPE	SIZE/PLACEMENT	COPIES or CIRC.	USE FEE
Annual Reports	1/4 page inside	< 5,000	\$300.00
Newsletters (external)	1/4 page promo	< 5,000	\$250.00
Newsletters (in-house)	1/4 page	< 5,000	\$175.00
Audio Tapes and CDs	front cover	< 20,000	\$600.00
Videos and Software	package design	< 1,000	\$500.00
Calendars/Promotional		< 10,000	\$375.00
Calendars/Retail		< 50,000	\$325.00
Posters/Promotional	up to 16" x 20"	< 10,000	\$420.00
Posters/Retail	up to 16" x 20"	< 10,000	\$360.00
Posters/Educational	up to 16" x 20"	< 10,000	\$310.00
Greeting Cards/Promo		< 10,000	\$510.00
Greeting Cards/Retail		< 10,000	\$375.00
Postcards/Promotional		< 10,000	\$350.00
Postcards/Retail		< 20,000	\$200.00

## **EDITORIAL**

USAGE TYPE	SIZE/PLACEMENT	COPIES or CIRC.	USE FEE
Consumer Magazines	1/4 page inside	< 20,000	\$200.00
Daily Newspapers	1/4 page inside	<250,000	\$180.00
Sunday Supplements	1/4 page inside	< one million	\$175.00
Text and Trade Books	1/4 page inside	< 40,000	\$175.00
Encyclopedias	1/4 page inside	< 40,000	\$200.00
Editorial Television	single showing	local	\$175.00

## SPECIALIZED USES

USAGE TYPE	USE TIME or SIZE	COPIES or CIRC.	USE FEE
Web home page (pg)	>1/8 screen (sc) size . . . . .		
Personal	(one year use)		\$125.00
Small Business	(one year use)		\$660.00
<1/8 sc or 2nd pg.	(one year use)		\$300.00
Bank Checks	(three years use)		\$450.00
Credit Cards	(three years use)	< 20,000 cards	\$550.00
T-shirts/Bags	(three years use)	> 20,000	\$750.00
Plates/Mugs	(three years use)		\$390.00
Stationary	(three years use)		\$390.00
Key Chains/Tags	(three years use)		\$330.00
Trade Show Prints	11" x 14"	One print	\$175.00
Slide Show			
1 - 3 slides used		one-time show	\$100.00 each
1 - 3 slides used	(five years use)	multiple showings	\$150.00 each
30+ slides		one-time show	\$ 50.00 each
30+ slides	(five years use)	multiple showings	\$ 75.00 each
Interactive CD-ROMs			
1-5 images used	(five years use)	< 40,000	\$150.00 each
20 - 40 images used	(five years use)	< 40,000	\$ 90.00 each

Above tables are from The Stock Solution.

The above tables are to be used as a rough guideline illustrating pricing examples throughout the industry and are in no way to be considered a commitment by Yarmouth Lane Photography to price our stock images. Pricing can only be accomplished through individual negotiations.