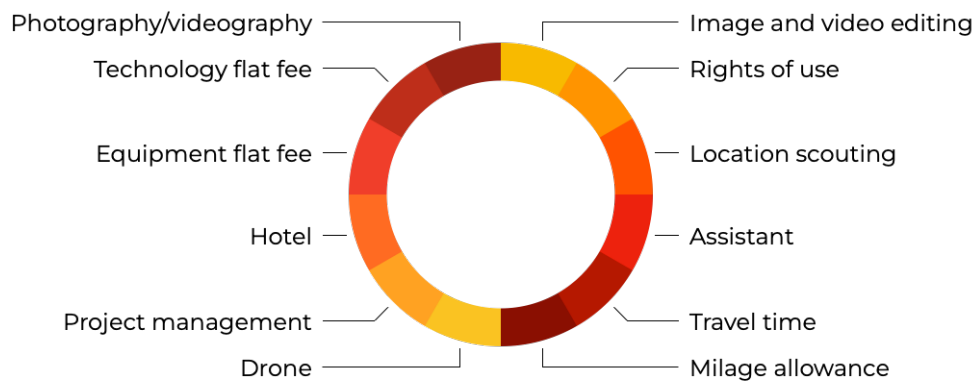


## Composition of offers

The effort that service providers such as photographers and videographers incur is often underestimated. It's not just the purely photographic aspect on site, but also organization, planning, communication as well as the preparation and follow-up that are included in the overall calculation. As is usual in other professions, the offer must contain the entire effort of the project and be taken into account accordingly.

I would like to make my offers as transparent and comprehensible as possible for you, which is why I list all costs for each project separately. To give you a better understanding of what these costs are, I will explain each cost item below. Not all cost items listed are necessarily included in your individual offer. Possible positions in the offers include:



If, despite the following explanations, any topics remain unanswered or you have an individual question, please feel free to contact me.

I look forward to working with you.

Dennis Rein



**1. Equipment flat fee:**

Costs for preparation and follow-up as well as loading and unloading of all equipment. This includes, among other things, charging batteries, checking the technology, possible repairs, cleaning or planning the required equipment.

**2. Technology flat fee:**

Expenses for insurance, wear and tear and the purchase of new equipment. The aim is to implement the projects with modern and functional technology, for which reserves must be created.

**3. Photography/Videography:**

This includes the cost of creating photos or videos on production days (1 day equals 8 hours). In general, billing is done in full days, as no other projects can be implemented on partial days. After this time, overtime will be charged at the appropriate hourly rate for the entire team.

**4. Image and video editing:**

Expenses for editing and post-production of videos or image editing of photos. Billing takes place in half or full days (4 or 8 hours). This includes the selection and delivery of the data as well as the backup of the data on my server (offline) for 2 years - unless otherwise agreed in advance.

**5. Rights of use and online use:**

Depending on the intended use, area and duration, usage rights for images and videos apply. The photographer or videographer as the author must release these rights in accordance with copyright law. The works created are intended to ensure that a product or service sells even better. The more extensively the works are used, the more likely and greater this added value will be and the usage factor and thus the usage fee will be correspondingly higher. This varies from case to case. The usage fee varies depending on the scope and use, so how the works will be used is defined in advance. In order not to limit the period of use or intended use for you, I usually charge a one-off flat rate (total buy-out). Unless otherwise agreed, the service for video formats also includes music licenses for publication on the customer accounts on YouTube and Instagram. For this purpose, it is necessary that the respective web links are transmitted to the service provider upon publication.

**6. Assistant:**

Many shoots require an assistant. This person supports the assembly, dismantling and conversion of the technology, pays attention to the surroundings, looks after the team and thus contributes to a smoother process, better results and more peace and concentration on the set.

**7. Location scouting:**

Depending on the production, a visit to the location may be necessary. Ideally, this is done in advance in order to clarify local specifics, achieve better results and be able to work more efficiently on the production day.

**8. Travel time:**

Expenses for arrival and return travel. There are no additional costs within a radius of 40 km.



**9. Milage allowance:**

Costs for wear and tear when using your own car. You will not be charged within a 40 km radius.

**10. Hotel:**

Expenses for overnight stays for the entire team. In order to comply with legal requirements and to keep the stress on the team as low as possible, depending on the travel plans, it may be necessary to arrive a day in advance or to add an overnight stay afterwards. The possible cost framework for this can be defined together in advance and is initially quoted at €0.

**11. Drone:**

Costs for using my drone including flight preparation. This also includes planning the flight route and observing the weather conditions on the production day. An official remote pilot certificate according to LBA/EASA is available. Depending on the location, however, additional approvals and fees may be required, which we would be happy to go through together in a preliminary discussion.

**12. Project management:**

Expenses for activities such as communication, meetings, planning, idea generation and the organization of props and models.