

ASMP

Assignment Photography

C. Compilation of Rates

Assignment Photography Rates¹

Advertising²

	Lower Range (Base)	Average	Upper Range
Consumer Magazine ³			
National	1000-1250	1500-2000	2500+
Regional/Local	450-700	750-1000	1500+
Trade Magazine ³	450-700	750-1000	1500+
Newspaper			
National Campaign	1000-1250	1500-2000	2500+
Local	450-700	750-1000	1250+
Billboard			
National Campaign	1000-1250	1500-2000	2500+
Local	450-700	750-1000	1250+
Billboard			
National Campaign	1000-1250	1500-2000	2500+
Local	450-700	750-1000	1250+
Stills for TV Commercials			
National	1000	1250-1500	2000+
Local	450-700	750-1000	1250+
Product & Packaging	750-1000	1250-1500	2000+
Brochure			
National Distribution	750-1000	1250-1500	2000+
Regional Distribution	500-700	750-1000	1250+
Local	400-500	600-800	1250+

Corporate Industrial (Day Rates)⁴

Annual Reports	500	600-750	1250+
Brochure	300-350	400-750	1000+
Film Strip	300-350	400-500	800+
House Organ	300-350	350-400	650+
Record Album Cover	400-500	1250	1500+
Trade Slide Show	300-350	400-500	1000+

Editorial/ Journalism (Day Rates—GTY Against Usage)¹

News Photojournalism ^{4A}			
In General	250	300	400-600+
Under 2 hours; Magazines under 200,000 circulation; or Newspapers	150	200	225+
Editorial Illustration (Fashion, home products, Magazine & Book Covers, etc.)	300	400-750	1250+