

**Table One. Guidelines for Additional Usage (Photographic Assignments)**

Territory	Principle	Single Added Media	Multi Media	2 <sup>nd</sup> Year	3 <sup>rd</sup> Year
Australia	BUR	50-100%	100-200%	100% of 1 <sup>st</sup> Year	50% of 1 <sup>st</sup> Year
Single Added Country	75%	75%	150%	100% of 1 <sup>st</sup> Year	50% of 1 <sup>st</sup> Year
Asia (Excl. Japan & China)	Each Country 75%	150%	200% 1 <sup>st</sup> Year	100% of 1 <sup>st</sup> Year	50% of 1 <sup>st</sup> Year
Asia (Incl. Japan & Excl. China)	200%	250%	300%	100% of 1 <sup>st</sup> Year	50% of 1 <sup>st</sup> Year
Japan	100%	150%	200%	100% of 1 <sup>st</sup> Year	50% of 1 <sup>st</sup> Year
European Union	200%	250%	300%	100% of 1 <sup>st</sup> Year	50% of 1 <sup>st</sup> Year
North America	200%	250%	300%	100% of 1 <sup>st</sup> Year	50% of 1 <sup>st</sup> Year
South America	100%	150%	200%	100% of 1 <sup>st</sup> Year	50% of 1 <sup>st</sup> Year
Worldwide	500%	600-700%	750%	100% of 1 <sup>st</sup> Year	50% of 1 <sup>st</sup> Year
Internet	100-150%				
All Uses License	Not less than 750%				

**Base Usage Rate (BUR):** Refers to Hatch Media’s fee negotiated for the shoot.

**Principle Media (1-2 Year License):** The BUR negotiated for principle purpose described by the Client at the time of commission. The BUR could include one or two of the following: press, poster, outdoor, point of sale, direct mail, annual report, packaging or TV.

**Single Added Media:** Any of the above media or limited extra use beyond the original client commission.

**Multiple Media:** Any of the above media, or extensive use outside the client’s original commission. Excluding the Internet.