



Norbert Wu

Wildlife Photographer

1065 Sinex Avenue
Pacific Grove, CA 93950
USA

Thank you for your interest in our photography library. We represent the photography of Norbert Wu and other underwater photographers. Norb is one of the world's foremost underwater photographers and cinematographers, and our library contains one of the most complete collections of underwater imagery in the world. We also have extensive collections of images on tropical rainforests and African wildlife.

I would like to explain the way we work, so that you can choose the best way to find photographs for your usages. If you are looking for images that we might have, there are several ways that you can see these images:

1. Let us know what you are looking for, and we can put together a submission of original and duplicate transparencies and mail them to you. You will receive the widest selection of images this way, since we have thousands of images in our files that are not on our website. We will charge a research fee for putting together a submission.

2. Search our website to see our collection. To find an image:

-Log onto www.norbertwustock.com (or go to www.norbertwu.com and click on "Search").

-Register as instructed (easy to do) or use the guest account, which is account "temp" and password "temp." I encourage you to register so you get your own account, username, and can create your own lightboxes.

-To search by location or subject, click on "Search." To find a specific animal, enter the phrase (for example, to find blue whales, enter "blue whale" to see all the choices available).

3. We can create an electronic lightbox of images and email the web address to you. You will then be able to view this collection of images using your web browser. We have scanned and keyworded 5000 of our best, most representative images for our web-based search engine. We will charge a research fee for putting together a submission.

4. If you have broad, general requests that require you to review more than 60 images, we can create a CD of images that is searchable by subject and location. This CD will contain scans of the images and a catalog of the images and their descriptions/captions. The CD is cross-platform -- it can be used on both PCs and Macs. We will charge a research fee for putting together a submission.

Our website contains 5000 of our best, most representative images. If you have used our website, we will waive our normal research fee. In such a case, you need to tell us exactly which images you would like to see, and we will send you high-res scans or duplicate transparencies of your requested images. We need to know the image's caption code, which is in the form of three letters and a number, such as PGN13 (penguins standing around a helicopter). This caption code can be seen in enlarged views of images on the website. We charge a \$75 scanning and research fee per high-res image that is sent to or posted for you. This fee is credited to any usage fees that result.

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We normally send out such submissions by US Mail at our expense; if you are in a rush, we are happy to pull the submission and send it to you by Federal Express or other courier -- but in such a case, we will need an account number to bill the shipment to.

Research fees:

Because we have had so many problems with clients ordering images, negotiating package rates with discounts -- and then cancelling the usage, we've had to re-institute our research fees. Please note that we charge a research fee based upon our rate of \$150 per hour on all submissions that require creation of lightboxes or slide submissions, negotiations on pricing, scanning, delivery of scans, and other services. This fee is credited to any usage fees that result from any negotiations, scanning, research, and/or deliveries of images. The research fee is payable immediately, but will be credited to any usage that results from the submission. We must charge this research fee immediately upon starting any services involved in licensing a photography usage, and we will send an invoice for this fee that is due and payable immediately. If the usage is subsequently cancelled, this research fee will not be refunded; if it has not been paid, it will still be due and payable.

We have instituted research and scanning fees so that clients order exactly what they need from us, and do not order a large number of images that they end up not using.

We've often spent hours creating submissions for projects that later got cancelled. Our research fees for creating submissions reflect the time involved in creating submissions, and usually range from \$75 to \$150. The research fee is applied to any usage fees that result. If the submission results in a usage fee, then the client essentially gets the research fee credited back. If the project is cancelled or no images are used, then the research fee compensates my office for staff time (and normally barely covers our costs).

We charge a scanning and research fee for each and every high-resolution image that is requested by a client. This fee is normally \$75, and barely covers our costs. It takes one hour or more of staff time each time we go through the process of submitting a high-resolution image for publication. Even though much of our collection has been scanned, we often have to re-scan the image, remove dust and dirt, color-correct and sharpen the image, and perform other work to make sure that it is as good as can be for you. We then have to deliver the image, which often, with unknowledgeable clients, involves our large images being rejected by the client's email servers and then requires us to guide them through their first time of using FTP servers.

Volume discounts:

We charge industry standard rates for the use of our photographs. Our minimum fee for usage of a photograph in any medium is US\$200, and our minimum size for usage of a photograph is a 1/4-page rate (if you are using a photograph at 1/8-page or spot size, then it will be charged at our 1/4-page rate). Rates depend upon print run, size usage, rights requested and uniqueness of the image you are requesting. For projects in which more than ten images are used, we are happy to negotiate a volume discount. If the footage depicts rare behavior or represents a great investment or risk, then the rates may be higher.

Please note that if we negotiate a rate for the use of several photographs, this is a package rate that cannot be renegotiated. If, after negotiating a package deal, the publisher decides to use fewer images or images at smaller sizes, we cannot renegotiate

the package price. For instance, if you have negotiated with our office to use six images at full page size for a package rate, then change your mind and wish to use only four images at half page sizes, then we cannot change the original package rate that was negotiated originally.

If a usage is cancelled, we will send an invoice for a research fee for our time spent negotiating a package rate, scanning fees, retouching fees, etc.

For more information on our policies and answers to questions about things like how to retrieve an image from our FTP site, please see our FAQ page at <http://www.norbertwu.com/FAQ.html>

We have found that our 35mm duplicates and inhouse scans print well for all usages up to full page. If you are printing an image at full page or larger, then you will want to order a drum scan, or a 70mm duplicate transparency for the printing. We must send the original to a lab to have a 70mm dupe or drum scan made. We charge \$150 for any drum scans or 70mm dupes to be made, which barely covers our costs for shipping and lab fees. Please allow up to two weeks for a drum scan or 70mm dupe to be made.

Please refer to our letter regarding digital submissions for more information.

We encourage clients to come to us at the beginning stages of a project, rather than at the end. As a photographer who specializes in marine life, I take great care with the documentation and coverage of my stock library. I've found that no agency can match the expertise that I have gained from my many years in marine biology. Some publishers go to large stock agencies for the initial stages of their project, and call our office with requests for photographs that stock agencies can't supply. The problem is that these publishers expect to pay the same low price for my rare photographs as they pay the agency, who supplies them dozens or hundreds of easily obtainable photographs. Ours is a specialty library. We do charge a premium for the use of our photographs, especially if a client comes to us only for hard-to-find subjects. Please keep in mind that the images you are considering using are very difficult to obtain, requiring special equipment and risk.

Please note that we represent several photographers and that the credits for photographers other than Norbert Wu must read: ©2008 Photographer's Name / www.norbertwu.com. Photos by Norbert can be credited as: ©2008 Norbert Wu / www.norbertwu.com.

Many thanks for your interest in my work and our library!

Best,

A handwritten signature in black ink, appearing to read 'Norbert Wu', with a stylized flourish at the end.

Norbert Wu