

**Norbert Wu**

*Wildlife Photographer*

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1065 Sinex Avenue  
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USA

February 20, 2006

Dear Valued Client :

Thanks for your interest in my photographs!

I'd like to explain why I hope that you will come to us at the beginning stages of your project rather than the end; and why I hope that you will use us instead of a large impersonal stock agency.

Many publishers are calling our office with requests for rare, hard-to-photograph animals. I am discovering that these publishers are using large stock agencies for the initial stages of their project, and are calling me with requests for the photographs that these large stock agencies cannot supply. The problem is that these publishers expect to pay the same low price for my rare photographs as they have paid the agencies, who have sold them hundreds of easily obtainable photographs.

As a photographer who specializes in marine life, I take great care with the documentation and coverage of my stock library. My very best work always remains in my library; my agencies get my second-best material. I've also found that no agency can match the expertise that I have gained from my many years in marine biology. For these reasons, I believe that the practice of going to agencies in the initial stages of a photography project is detrimental to the health and well-being of both of us. The publisher doesn't get the best material that it could get, and specialist photographers such as myself are left filling those extremely hard-to-get photographic requests, at prices which are not worthy of the time that it takes to obtain them. This means that my bread-and-butter shots, those shots which are easier to obtain, are not subsidizing the cost of my more difficult photographs. In the long run, this will mean that specialist photographers will not have the money to pursue more difficult subjects. Inevitably the quality of photographs that publishers need to stay in business will deteriorate.

Our office puts together submissions by going exhaustively through our files and filling your photographic request. This is in contrast to large stock agencies, which perform quick keyword searches of their databases. We are able to provide a level of expertise on our subjects which no stock agency can match. As an example, if you request a subject like a "zebrafish," we will ask you if you want one of the *Dendronotus* species, sometimes called the zebrafish; or if you are instead looking for a photograph of a lionfish or turkeyfish (also called zebrafish) *Pterois volitans*, which is a common, popular, venomous, and beautiful fish of the Indo-Pacific. If you ask for a submission of venomous marine animals, we can provide you with photographs of stonefish (the most venomous fish in the world), scorpionfish, jellies, cone snails, blue-spotted octopus, and more. Few other stock agencies are able to provide such exhaustive and expert submissions.

And yes, we do offer volume pricing and discounts if a client uses a large number of our photographs.

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[www.norbertwu.com](http://www.norbertwu.com)

Our research fee covers our cost for searching our files for your subject(s), making dupes, captioning and labeling the dupes, and refiling the slides. The fee is applied to any usage fees that result from the submission. In other words, if you ask us for photographs of a subject and you end up using a photograph from that submission, then we will deduct the research fee from the usage fee. If you ask us for photographs but do not use any, then the research fee covers our costs for making the submission. We charge a research fee to discourage frivolous requests.

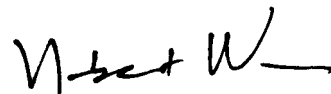
We ask that the invoice for the research fee be paid immediately upon receipt of a submission. This saves us the chore of deciding, after weeks or months, whether an image has been used from a submission.

Please note that we do charge a research fee to submit photographs electronically to clients. We have great experience in scanning and emailing digital imagery, but we have found that emailing images entails a great deal of time and expertise. Please ask us for our letter about digital submissions.

We now have a searchable database of our images on our website at [www.norbertwu.com](http://www.norbertwu.com). You can reach this searchable catalog of images directly at [www.norbertwustock.com](http://www.norbertwustock.com).

Thanks as always for your interest in our library of images.

Best,

A handwritten signature in black ink, appearing to read "Norbert Wu". The signature is fluid and cursive, with a long horizontal stroke at the end.

Norbert Wu