

HindSight® Photo Price Guide
HindSight Ltd.

HINDSIGHT PHOTO PRICE GUIDE
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HindSight Ltd.[®]

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OTHER HINDSIGHT PRODUCTS

INVIEW - BUSINESS MANAGEMENT

InView is a complete business management application for graphic arts professionals. InView has one of the best contact managers available with linked correspondence, scheduling and project tracking. Full accounting system includes invoices and estimates with customizable licensing terms, check writing and general ledger with automated posting.

Direct marketing aids make InView a powerful aid in promoting your business with marketing notes, profiles and reminders. Numerous search tools, including a phonetic search, quickly locate any individual or targeted group. Mail merge capabilities in the word processor make it simple to print individual letters or mass mailings with personalized touches. InView's invoicing system streamlines the process of creating invoices and estimates, while allowing on-the-fly adjustments to prices, markups and licensing terms.

Free Demo for Macintosh or Windows by download at <http://hindsightltd.com>

STOCKVIEW - IMAGE MANAGEMENT

StockView is full-fledged stock management system. It includes a state of the art caption generator, automated cross referencing and submissions tracking. It maintains and updates extensive information about images, their subject matter, format, where they are, when they're due back and how they've been used. Built-in and custom label formats can be altered slightly or completely redesigned. User defined defaults, numbering systems and search modes.

StockView makes extensive use of digital images in a variety of views and any resolution. Imports hundreds of images in seconds, with or without ANPA type captions. Prints subject reports, delivery memos and licensing invoices, with images if desired. Generates HTML code for posting pages of thumbnail images to the web. Built-in image conversion utility to resizes and/or converts image formats. Publishes cross platform portfolios. Links with other HindSight products including InView for full photo business management and searchLynx for creating searchable stock photography web sites.

Free Demo for Macintosh or Windows by download at <http://hindsightltd.com>

SEARCHLYNX - IMAGE SEARCH ENGINE

searchLynx brings a sophisticated web presence to even the smallest of stock sellers by matching or exceeding the features and performance of the search software used by the world's major stock sites. The software takes an instant to seek images fitting search criteria and generate HTML pages of thumbnails to display the results.

With the optional lightbox enabled, researchers can edit and save selections. searchLynx can be set to use a variety of response methods by which the researcher can query the site owner about a selected set of images. A copy protection feature blocks the ability to use the browser's to copy images. searchLynx has a large vocabulary of specialized commands enabling the site owner to remotely control its look and behavior via any browser. Everything can be translated to any preferred vernacular or to another language.

Demo site online at <http://hindsightltd.com>

HINDSIGHT CAPTION WRITER

HindSight's Caption Writer streamlines and simplifies the rapid creation of precision caption labels. It's versatile, customizable and extremely fast. Captioning data, notes and keywords can be saved for future reference. Powerful searching features ensure your ability to readily find anything ever entered.

A variety of numbering systems helps identify images positively. Choices range from completely manual to variations on built in numbering systems. Three label templates offer an assortment of automated re-configurations to match popular label stock.

Free Demo for Macintosh or Windows by download at <http://www.hindsightltd.com>

HINDSIGHT LTD.

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Tech Support Forums: <http://hindsightltd.com/hsforums/Forums.html>

I N T R O D U C T I O N

HindSight® Price Guide is an easy to use program designed to help you quickly determine proper licensing fees for stock or assignment imagery.

Since 1985 HindSight has developed a growing family of software products for creative professionals for business and image management. The company's flagship software, InView & StockView have long been recognized as the best of the genre.

We've worked hard to make all HindSight software flexible so you can use it in ways that fit your style of working and your personal style. HindSight software is visual, intuitive and easy to use. You could launch it right now and accomplish many tasks; however, to discover the full capabilities of HindSight software, make time to read this manual. Without it you may overlook many useful features.

HINDSIGHT PRICE GUIDE

HindSight Price Guide consists of a few simple parts, the HS Price Guide file itself, the PDF documentation file and Panorama.

PANORAMA®

HindSight software uses ProVUE's Panorama or Panorama Direct as the database engine for driving its files. Refer to any disk based documentation included with your HindSight software for information about the required versions of Panorama.

HS Price Guide utilizes a specially licensed version of Panorama that is distributed as a part of the package. If you have a fully licensed version of Panorama installed on your computer discard the Panorama components in this package.

If you don't have the correct version of Panorama in your computer, you get a message that the appropriate application cannot be found when you try to start HS Price Guide.

USER REQUIREMENTS

This software requires a user with non-volatile memory (that means you need to be able to remember things) and at least a basic knowledge of your computer's procedures. If you are not familiar with your computer's basics, take time to review the manual that came with your computer and this manual's Getting Started chapter. You should know how to click and drag, to copy disks and navigate from file to file and folder to folder. You should also be familiar with terms such as desktop, folder, file and application. Without the knowledge of these, you'll never get much satisfaction from your computer or any software.

Even if you feel that you know it all, an occasional review of your computer's manual is guaranteed to remind you of a feature, or trip a light bulb that didn't make the connection previously. At HindSight, we frequently review all of our literature about our computers and system software and we learn something new every time. And here you thought we knew it all.

COMPUTER AND MEMORY REQUIREMENTS

This software requires no less than six megabytes of RAM (Random Access Memory) available. On Macintosh computers, System 8.0 or higher is recommended. On PC's, Windows 98 or later is required.

TECHNICAL SUPPORT

Free technical support for HS Price Guide is available via the web in our support forums at <http://hindsightltd.com>. We encourage you to use it. Your questions may have already been answered. If not, post your question. In most cases answers are posted in a matter of hours. *Tip* ♦

Telephone support is available for a fee. Support is purchased in one hour increments at a rate of \$125 per hour. Time is subtracted from the pre-paid hour as it is used and a balance of time remaining on your account is maintained by HindSight. Rates are subject to change without notice.

UPDATES

We're constantly at work, adding new features and improving our software. As a result, from time to time, HindSight issues new versions. Registered users are notified when a new version is available and can purchase it at a reduced price.

Current released versions undergo occasional fine tuning and minor adjustments (sometimes referred to as bug fixes) which do not warrant a new version. Notice is typically not provided when an updated release becomes available because most of these adjustments affect only a small percentage of our customers. As a registered user, you may, at any time during the life of your version, download a free update to the current release.

Tip:

Use our web site!

Visit the tech support forums at hindsightltd.com.



BACK UP YOUR DATA!

We offer this advice because it matters. Back up your data! Nothing is more agonizing than finding that, for one reason or another, you can't access an important part of your files. It may be due to a hardware error, a power outage, maybe human error (sometimes referred to as a new assistant) or any number of other reasons, but it will happen. Sooner or later, you will lose data and then the only recourse is to pull out a recent backup copy of your files and reinstall them.

Repair shops can often recover data from a crashed hard disk, but there's nothing like a backup disk with recent copies of your data. When you've done more work than you'd like to do again, or at the end of a work day, Save a copy of your files and put it away in a safe place.

You can back up the whole folder, but ultimately, the HS Price Guide file itself is the important, irreplaceable part. ***Back it up regularly!*** ♦ *Tip*

Tip:

Keep occasional copies of your backup files off premises. Disasters, such as fire or flood, can strike. Don't leave yourself vulnerable to a leaky roof. Your data is valuable.

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This software and the manual are copyrighted material. We work many long hours creating, revising and enhancing the file and manuals. You have the right to copy the software for backups and for your own use, but making copies of the software or the manuals for others is a violation of Copyright Law and can sorely reduce our incentive to implement your suggestions and create new software. Please, respect our efforts and our right to compensation by respecting and protecting our copyright just as you would have others respect yours.

INSTALLATION

Installation procedures may change from time to time. Be sure to refer to the installation notes that came with your copy of HS Price Guide for up to date instructions.

USE HINDSIGHTLTD.COM

HindSight has built a friendly and useful web site from which you can get a lot of value, but only if you look in on it once in a while.

The site has forums in which you can find answers, ask questions and pick up on tips about using this software. Updated versions of the software are posted from time to time with improvements and even new features. There are resources to help you find other sources of information on building or perfecting your own web site, registering copyright, buying a new computer and much more.

MACINTOSH AND WINDOWS

This manual is written for both Macintosh and Windows users. For the most part, illustrations have been created on a Macintosh.

Although some screens and most menus have a slight variation in appearance, they are equivalent. The bigger issue is the use of certain keys to issue commands.

The Macintosh and Windows operating systems offer most of the same capabilities, but trigger them in different manners. It's therefore very important for you to know what we mean when we mention keyboard commands.

The Command key on Macintosh is equivalent of the Control key on Windows. This manual identifies them together as Cmd/Ctrl. For instance, Cmd/Ctrl-S is the keyboard command for Save. Macintosh users press Command-S, Windows users press Control-S.

The Option key on Macintosh is the same as the Alt key on Windows. They are identified together as Opt/Alt.

The Macintosh does have a Control key, but it is not the equivalent of the Control key on Windows. It is matched by the Right Click on Windows. They aren't used often, but when they are they'll be identified as Cntl/RClick.

When keyboard shortcuts are the same you'll be given one choice. Shift-Double-Click means the same on all computers; hold the shift key and double click. ♦ *Reference*

Reference:

Cmd/Ctrl is
Command on Macintosh
Control on Windows.

Opt/Alt is
Option on Macintosh
Alt on Windows

Cntl/RClick is
Control on Macintosh
Right Click on Windows

GETTING STARTED

Photo Price Guide is a friendly and easy to use software designed for one major thing, to help you make money. Photo Price Guide is an easy to use and versatile program designed to make it easy for anyone to look up a price quickly. It consists of automated pricing grids that aid greatly in calculating even complex pricing scenarios.

THE PRICES WINDOW


The main window in Price Guide is Prices, in which all of the prices and information pertaining to the object being priced can be viewed as well as calculations that affect the final price. Price Guide has two modes, user mode, and administration mode. In user mode, one can view all the data in Price Guide, but not alter it. In the password protected administration mode, you can add to or alter any of the data in Price Guide. *Tip* 

Photo Price Guide: Prices

Advertising Billboards & Display Billboards Related Items

Very large display boards intended to be viewed at a distance (over 50 feet). Usually outdoors, but some may be indoors such as at stadiums, arenas, terminals, and large lobbies. May be printed, painted, projected, or displayed electronically. Most Billboards are of similar size, but there are also some small ones and very occasionally some huge and very prominent boards.

Billboards sizes tend to be quite standardized, but which sizes are used vary from continent to continent. The sizes can be referred to in several ways.

Tips/Cautions Info to Quote Info to Invoice Fonts

Not all billboards are the things that you drive by at high speeds. Some are in very prominent locations with lots of foot traffic such as in Grand Central Station and Times Square. In these cases, a single board may be more important and get more exposure than more numerous boards.

Also, some individual boards, especially for resorts, may stay up for years.

Price in U.S. Dollars **Size** Area Calculator x = 300

Distribution	6 sheet	8 sheet	12 sheet	16 sheet	24 sheet	30 sheet	48 sheet	96 sheet	over 96
1 Location	420	450	480	510	570	600	900	1200	1500
2-4 Locations	630	680	720	770	860	900	1350	1800	2250
6-9 Locations	850	910	970	1030	1150	1220	1820	2430	3040
10-19 Locations	1060	1140	1220	1290	1440	1520	2280	3040	3800
20-49 Locations	1440	1540	1640	1740	1950	2050	3080	4100	5130
50-99 Locations	1790	1920	2050	2180	2430	2560	3840	5130	6410
100-249 Locations	2420	2590	2770	2940	3290	3460	5190	6920	8650
250-499 Locations	3030	3240	3460	3680	4110	4320	6490	8650	10810
500-999 Locations	3780	4050	4320	4600	5140	5410	8110	10810	13520
Over 1000 Locations	5680	6080	6490	6890	7700	8110	12160	16220	20270

Unit Calculator units = 90/unit

Rights Granted Reset Time Region Language Special Modifications Transfer

30 sheet, 10-19 Locations 3 Months State/Prov English Popular Image Background-major Price

Price Calculation \$ x x x = \$

Registered to Joey Sapluto for use on 2 computers. Canadian Dollar price is: 2,701.80

PRICE GRID - Contains the price and/or more specific information about the item. Clicking on a cell with a price will place the price, column title, and row title in the left cells of the equation below. Can be edited in the Admin mode. Resizes depending on data.

Tip: Across the bottom of each of the major windows in Price Guide is an intelligent help system. It monitors where your mouse is pointed and displays a description of the corresponding item.

This help system is always active and explains most of the workings of Price Guide.

REGISTRATION

Until you enter your registration number, Price Guide will be in demo mode, where only a few items can be viewed and your changes cannot be saved. To view a demo copy of Price Guide, when asked for the registration number, simply leave the field blank and click okay.

Until a registration number is entered, each time Price Guide is launched it will open the registration dialog. Enter your registration number provided by HindSight. The registration number is keyed to your name and the number of copies that you are licensed to use. Your name and the number of licenses will be displayed in the

Registered to Joey Sapluto for use on 2 computers.
PRICE GRID - Contains the price and/or more specific information about the item.

lower left of the Prices window.

FINDING A BASIC PRICE

Price guide comes with pricing information already filled in. This information is based on twenty years of experience the stock photo industry and can greatly aid photographers in getting reasonable prices and granting rational rights for their work.


These prices can serve as a starting point any or all of them can be easily and quickly changed.

Table of Contents

CORPORATE Identity Logos Print Annual/Quarterly Reports Promotions

Price in U.S. Dollars **Size**

Distribution	6 sheet	8 sheet	12 sheet
1 Location	420	450	480
2-4 Locations	630	680	720
6-9 Locations	850	910	970
10-19 Locations	1060	1140	1220
20-49 Locations	1440	1540	1640

Although we suggest that you review and adjust the prices in Price Guide to suit your market, locale, and other variations in your particular situation, the process of locating a price is consistent. *Tip* 

Click on the Table of Contents tab at the left side of the window to display the hierarchical list of pricing categories, sub-categories and items installed in the program. Each item is indented to the right of its respective sub-category and category. From this list of contents, locate the appropriate item and click on it.

Tip: The prices in Price Guide can be adjusted in a number of ways to fit your needs and your national currency.

See the sections on Administration and Currency Administration



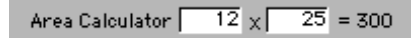
The Table of Contents closes and the Price Grid for the selected category is displayed.

Locate the intersection of the usage specifications that fit and click on the amount displayed. The price and the corresponding row and column titles will be displayed in the Rights Granted cell at the lower left of the window and the Price at the lower right.



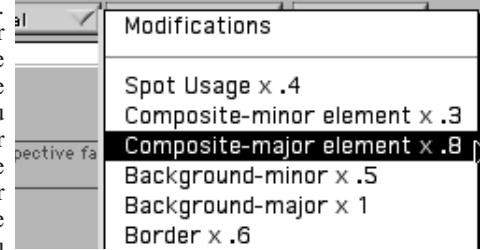
AREA CALCULATOR

For items where the fee is determined by the physical area of the usage, type the horizontal and vertical dimensions in the Area Calculator which is to the right, above the Price Grid. Match the results with the corresponding column. This calculator can also be used for any other multiplication.



CALCULATING A FINAL PRICE

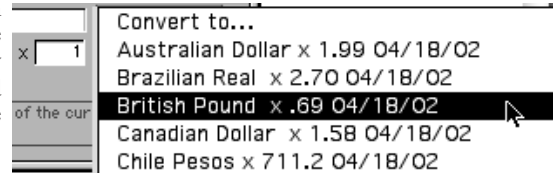
The next step is to choose the variations on the rights being granted from the Variations popup menus which are between Rights Granted and Price. For example, you can choose the length of time for the lease, the region or country in which the image may be used, and any other criteria that may be applicable. Your choice from each Variations menu will appear in the Rights cell below it and the factor by which the initial price is multiplied appears in the Factor cell below that. You can also manually enter any rights or factors that you wish in the corresponding cells. Each time you make a menu choice or type in a factor, the final price is automatically updated. *Tip*



Tip: Note that there is an exception to this for Assignments. If the Category says Assignments, the last Variations menu is for production and travel days and the factor is multiplied by the Pre, Post & Travel Day Rate. The result is added on the the rest of the fee.

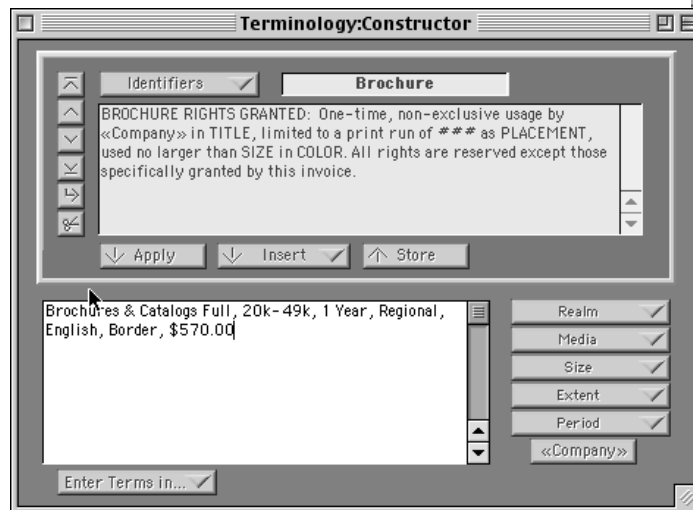
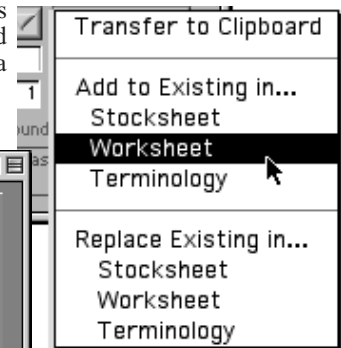
CONVERTING TO ANOTHER CURRENCY

Once you have obtained a price, you can convert the currency by clicking on the Price popup menu and choosing any currency from the list. The converted price and currency will appear below the final price cell in red type.



TRANSFERRING THE RESULTS

The final price and rights can be transferred to the clipboard or other HindSight software such as Stocksheet, Worksheet, or Terminology. In the Transfer popup menu you have the choice of adding to their existing contents the various files or replacing what is already there. The price and respected rights will be transferred but you will still need to edit what is the data in order to make a legible sentence.



R E S E T T I N G T H E P R I C E

If you make an error in determining a price, click on the reset button on the left side of the window and start over again.

U N I T C O S T C A L C U L A T O R

This is to the right, between the Price Grid and Variations popup menus. It can be one of your best friends and may inspire you to greatly raise your fees. After calculating a price, enter the number of units that the correspond to the price. The per unit cost will appear and you may see that the apparently large fee actually translates to something incredibly small, such as tenth of a cent per item. Presenting the per unit cost can make it very difficult for clients discredit your fee.

Unit Calculator units = 90/unit



WINDOWS

THE PRICES WINDOW

The main window in Price Guide is Prices, in which all of the prices and information pertaining to the object being priced can be viewed as well as calculations that affect the final price. Price Guide has two modes, user mode, and administration mode. In user mode, one can view all the data in price guide, but not alter it. In the password protected administration mode, you can add to or alter any of the data in price guide.

Photo Price Guide:Prices

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Tips/Cautions Info to Quote Info to Invoice Fonts

Not all billboards are the things that you drive by at high speeds. Some are in very prominent locations with lots of foot traffic such as in Grand Central Station and Times Square. In these cases, a single board may be more important and get more exposure than more numerous boards.

Also, some individual boards, especially for resorts, may stay up for years.

Price in U.S. Dollars

Distribution	6 sheet	8 sheet	12 sheet	16 sheet	24 sheet	30 sheet	48 sheet	96 sheet	over 96
1 Location	420	450	480	510	570	600	900	1200	1500
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6-9 Locations	850	910	970	1030	1150	1220	1820	2430	3040
10-19 Locations	1060	1140	1220	1290	1440	1520	2280	3040	3800
20-49 Locations	1440	1540	1640	1740	1950	2050	3080	4100	5130
50-99 Locations	1790	1920	2050	2180	2430	2560	3840	5130	6410
100-249 Locations	2420	2590	2770	2940	3290	3460	5190	6920	8650
250-499 Locations	3030	3240	3460	3680	4110	4320	6490	8650	10810
500-999 Locations	3780	4050	4320	4600	5140	5410	8110	10810	13520
Over 1000 Locations	5680	6080	6490	6890	7700	8110	12160	16220	20270

Area Calculator: 12 x 25 = 300

Unit Calculator: 19 units = 90/unit

Rights Granted Reset Time Region Language Special Modifications Transfer

30 sheet, 10-19 Locations 3 Months State/Prov English Popular Image Background-major Price

Price Calculation: \$1520 x 1 x 1 x 1 x 1.25 = \$1710

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PRICE GRID - Contains the price and/or more specific information about the item. Clicking on a cell with a price will place the price, column title, and row title in the left cells of the equation below. Can be edited in the Admin mode. Resizes depending on data.

THE ADMINISTRATION WINDOW

The Administration window is reached via the Windows menu, Admin-Edit Prices. It can only be accessed in the password protected administration mode. It is here that all of the prices, descriptions, tips, standard rights, Variations menu titles and contents are altered.

See the Administration chapter for information on working in this window.

Photo Price Guide:Administration

Category Advertising Related Items Use menu to add item. Click below to remove.

Sub-Category Billboards & Display

Item Billboards

Advertising: Billboards & Display: Exhibit Displays/Murals
Advertising: Billboards & Display: Store Displays
Advertising: Posters & Point Of Purchase: Banners

Tips/Cautions Info to Quote Info to Invoice Fonts

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Also, some individual boards, especially for resorts, may stay up for years.

Prices Variations

Updated: 05/28/02 The prices were last modified on May 28, 2002. Area Calculator: x =

Price in U.S. Dollars

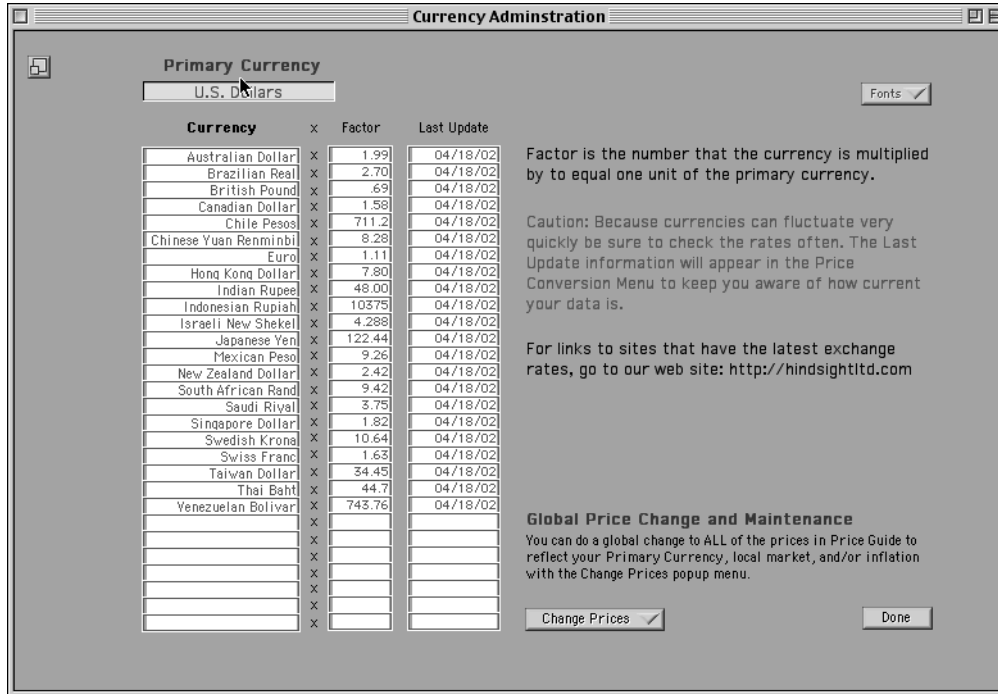
Row Title	Columns Title	Size									Change Prices <input checked="" type="checkbox"/>
Distribution		6 sheet	8 sheet	12 sheet	16 sheet	24 sheet	30 sheet	48 sheet	96 sheet	over 96	
1 Location		420	450	480	510	570	600	900	1200	1500	
2-4 Locations		630	680	720	770	860	900	1350	1800	2250	
6-9 Locations		850	910	970	1030	1150	1220	1820	2430	3040	
10-19 Locations		1060	1140	1220	1290	1440	1520	2280	3040	3800	
20-49 Locations		1440	1540	1640	1740	1950	2050	3080	4100	5130	
50-99 Locations		1790	1920	2050	2180	2430	2560	3840	5130	6410	
100-249 Locations		2420	2590	2770	2940	3290	3460	5190	6920	8650	
250-499 Locations		3030	3240	3460	3680	4110	4320	6490	8650	10810	
500-999 Locations		3780	4050	4320	4600	5140	5410	8110	10810	13520	
Over 1000 Locations		5680	6080	6490	6890	7700	8110	12160	16220	20270	

EDITING TABS - Clicking these tabs changes what is displayed below. The bold-face tab shows what information is displayed. Prices displays Price Grid in which prices are entered. Variations displays area to edit the Variations Menus and default values.

THE CURRENCY ADMINISTRATION WINDOW

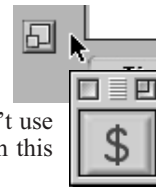
The Currency Administration window is reached via the Windows menu, Admin-Edit Currencies. It can only be accessed in the password protected administration mode. This window is the place to alter the default currency, contents of the Currency Conversion menu and to do a global price change.

See the Administration chapter for information on working in this window.



ICONIZING WINDOWS

You can keep Price Guide conveniently open, yet out of the way by clicking on the small button with the two overlapping squares. The button is in the upper left region of the major windows, usually just below the navigation buttons. Clicking on this button shrinks the window and moves it to the lower left corner or your screen where it displays a dollar symbol. (Our apologies to those of you who don't use dollars, but we had to choose something most people would recognize.) Click on this symbol and the window will enlarge and move back to its previous position.



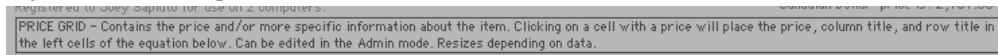
TABS

Extensive use of tabs is made in both the Prices and Administration windows. Clicking on the tab will activate it. Some tabs change the contents displayed in the adjacent fields or change the contents of major zone in a window. In these instances, the active tab appears bold-faced. Other tabs such as Table of Contents and General Pricing Tips slide in panels from the side of the windows.



HELP DISPLAY

At the bottom of both the Prices and Administration windows is an intelligent help display. Price Guide keeps constant track of where the mouse is pointing and displays an explanation of whatever object is under the tip of the cursor.



WINDOW COLORS

The Price Guide windows are colored so that you can tell them apart easily, but if you prefer you can change them to whatever color you like. If you have other HindSight programs such as InView, StockView any of our other packages and frequently have a lot of overlapping windows open, consider using a system that codes your windows by color. You could make all your financial windows green and windows with contact information blue and so on. It's your choice.



BACKGROUND COLOR

To change the background colors of the window, hold the Opt/Alt as you double-click anywhere on the background area of the window. The software isn't real picky about where you click, just so you miss the buttons, cells, titles, and other window components. Your double-click is rewarded by the System Color wheel. Pick a color, any color, and then click OK. Do you like that. No? Then try again.

There's no limit to how many times you can change the colors, so experiment with the hue and saturation.

M E N U S

The menus in HindSight's Price Guide provide the means to trigger many different actions.

FILE

OPEN FILE

If you have other Panorama or HindSight software, Open File is an easy way to get from one file to another. Choose Open File or type Cmd/Ctrl-O and a dialog box opens listing files and folders. Locate the file you want and click Open.



CLOSE FILE

Close File closes Price Guide. Not just a window, but every window that belongs to the file. If you've made unsaved changes, you're always asked if you want to Save the changes before the file closes.

SAVE

Save preserves the file by writing everything about it onto your disk. Your work is safe only when it's been Saved to disk. When you are entering lots of new data or anytime you do something worth preserving, use Cmd/Ctrl-S or choose Save from the File menu.

REVERT TO SAVED

Revert to Saved refers to the disk for the file as it was when you last used Save. Any changes you've made since that last Save are cast aside and the file as seen on-screen is restored to its former self. That's good if you made mistakes or tried experimenting with prices and want to get back to where you were before.

QUIT

Quit shuts down the program and takes you to the Desktop. If Price Guide has been changed since the last Save, you're asked if you want to Save those changes.

WINDOWS

PRICES

This opens the Prices window.

ADMIN - EDIT PRICES

This opens the Administration window; and, if a password has been set requires a password.

ADMIN - EDIT CURRENCIES

This opens the Currency Administration window; and, if a password has been set requires a password.

ADD - EDIT PASSWORD

This opens a dialog for entering a new password or changing an existing one.

DOCUMENTATION

This opens the accompanying PDF documentation file as long as it's in the same folder.

ABOUT PRICE GUIDE

This provides the particulars about HindSight and some of our other products.

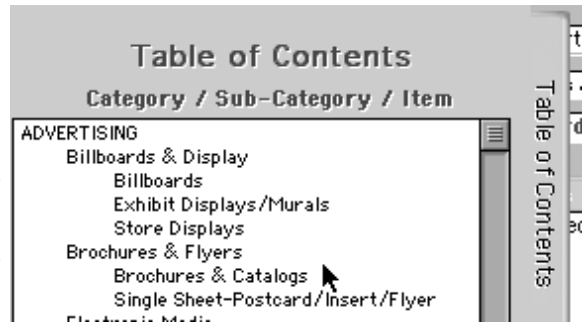


NAVIGATION

Navigation in Price Guide can be done in four different ways. The first and quickest method is to use the Table of Contents.

THE TABLE OF CONTENTS

On the left side of the window is the tab for the Table of Contents. Clicking on this tab will cause the Table of Contents to display. The Table of Contents displays Categories, Sub Categories and Items in an outline form. Clicking on an Item will immediately take you to that Item and hide the Table of Contents tab. When navigating via the Table of Contents, all records in Price Guide are selected and can be scrolled through with the navigation buttons.



SELECTING VIA THE POPUP MENUS

The second method of navigation, found in the Price window only, is to use the popup menus at the top of the Prices window. From left to right, the menus display the Category, the the Sub Categories within the present Category, and the items within the present the Sub Category. Making a choice from these sub menus, will take you to your choice and select only those items pertaining to your choice. Using these menus narrows or widens the selected records in the Price Guide



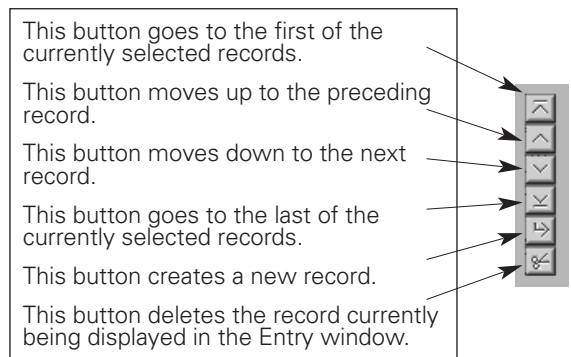
For example, if you were to choose Advertising in the Category menu only those records in advertising are selected in the file. You could then narrow your selection further by choosing an item from the Sub Categories menu this is a convenient way of selecting only part of the file so that you have less records to browse through. You can always expand your selection by choosing the bottom choice in each of the menus. Use Select All in the Category menu to make all entries selected and available for viewing.

THE TOOL PALETTE

The third method of navigation is by using the up and down buttons in the upper left hand corner the window. These four buttons have upward or down word facing arrows on them. Using the arrows on your keyboard or the arrows on the window's tool palette you can move through all of the selected records.

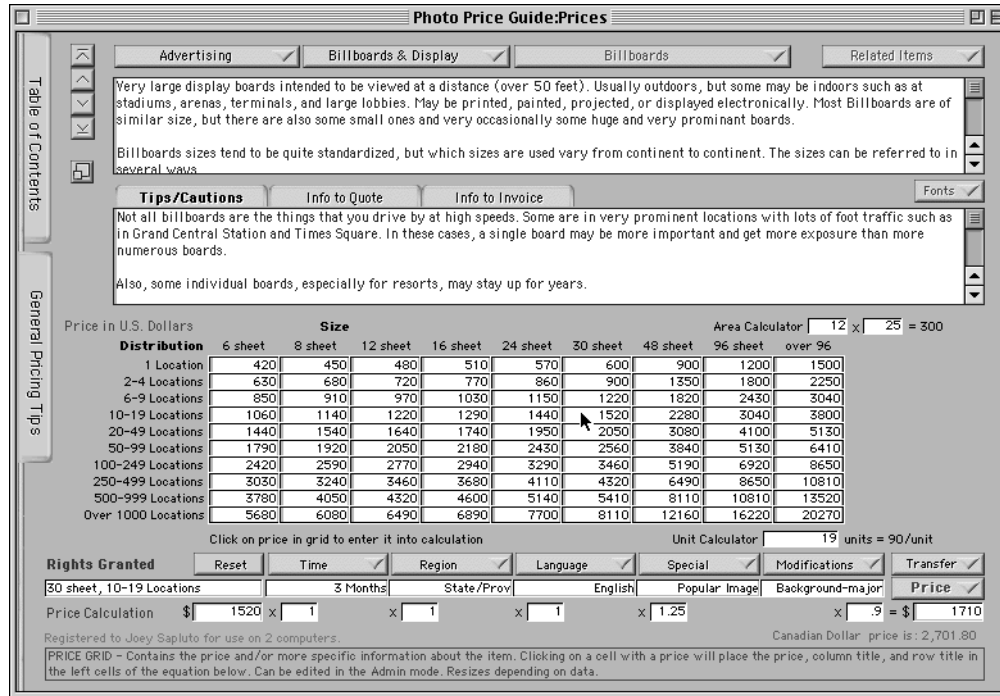
RELATED ITEMS

Sometimes it may be hard to decide which Item is the appropriate one for the use that you are pricing. In the upper right hand corner the window is a popup menu called Related Items. It displays Items that may be similar to this Item. Making a selection from the Related Items menu takes you to that Item.



P R I C E S W I N D O W

The Prices window is the where you look up all the information in Price Guide. It has the Price Grid, Price Calculator, Item Description, Item specific Tips/Cautions and General Pricing Tips. Virtually all of the information displayed in the Price window, including some menu titles and contents can be changed in the Administration window.

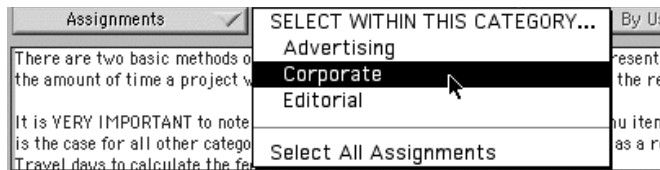


CATEGORIES AND POPUP MENUS

Displays all of the Categories within the file. Making a choice here selects all of the Sub-Categories and Items within the chosen Category. Choose Select All to select the entire file.

SUB-CATEGORIES POPUP MENU

Displays all of the Sub-Categories within the active Category. Making a choice here selects all of the Items within the chosen Sub-Category.



Choose Select All... to re-select all Sub-Categories within the current Category. *Tip* ↗

Tip: Selecting via these menus narrows the number of Items that the arrows on the tool palette scroll through. The last choice in the Sub-Categories and Items popups, Select All... re-expands the number of Items accordingly. See the section on Navigation for more info.

ITEM POPUP MENU

Displays all of the Items within the current Sub-Category. Making a choice here selects individual Items within the Sub-Category.

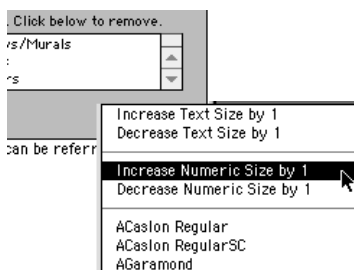
Choose Select All... to re-select all Items within the current Sub-Category.

RELATED ITEMS POPUP MENU

Displays other Items that may relate to the active Item. Making a choice here takes you to the chosen Item. This menu can be edited in the Administration window.

FONT POPUP MENU

Use this menu to to change the size or font for the text data or the numeric data. Choosing a font will change the font for all data.



ITEM DESCRIPTION

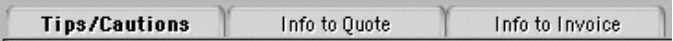
The large scrolling text area immediately below the navigation popup menus displays the specific information describing this particular Item.

As you make choices from the menus the Description updates.



TIPS/INFO TABS

The mid-section of the Prices window has three tabs heading a second large text area. Clicking on these tabs changes what is displayed in the area below.



The bold-face tab indicates what information is being displayed.

TIPS/CAUTIONS

Displays special information about this item that should be taken into consideration before any price is given. The information may dramatically affect price.

INFO TO QUOTE

Displays the minimum information needed from the client to quote a price. You can use this a guide when talking to a client. Since giving a quote requires less information, the questions are less specific than those asked when invoicing.

INFO TO INVOICE

Displays the minimum information needed from the client to generate an invoice. The questions to ask, based on this information, require precise answers.

PRICE GRID

Contains the price and/or more specific information about the item. Clicking on a cell with a price will place the price, column title, and row title in the left cells of the equation below. The grid automatically resizes depending on data.

Price in U.S. Dollars

Distribution	Size									Area Calculator
	6 sheet	8 sheet	12 sheet	16 sheet	24 sheet	30 sheet	48 sheet	96 sheet	over 96	12 x 25 = 300
1 Location	420	450	480	510	570	600	900	1200	1500	
2-4 Locations	630	680	720	770	860	900	1350	1800	2250	
6-9 Locations	850	910	970	1030	1150	1220	1820	2430	3040	
10-19 Locations	1060	1140	1220	1290	1440	1520	2280	3040	3800	
20-49 Locations	1440	1540	1640	1740	1950	2050	3080	4100	5130	
50-99 Locations	1790	1920	2050	2180	2430	2560	3840	5130	6410	
100-249 Locations	2420	2590	2770	2940	3290	3460	5190	6920	8650	
250-499 Locations	3030	3240	3460	3680	4110	4320	6490	8650	10810	
500-999 Locations	3780	4050	4320	4600	5140	5410	8110	10810	13520	
Over 1000 Locations	5680	6080	6490	6890	7700	8110	12160	16220	20270	

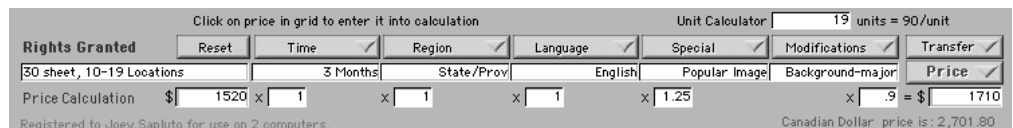
AREA CALCULATOR

For items where the fee is determined by the physical area of the usage, type the horizontal and vertical dimensions in the Area Calculator which is to the right, above the Price Grid. Match the results with the corresponding column. This calculator can also be used for any other multiplication.



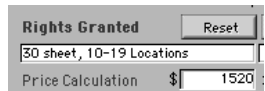
PRICE CALCULATOR

Across the bottom to the Price window is the Price Calculator. It consists of a row of Rights cells specifying the rights being granted with Variations popup menus above the cells for selecting those rights. Below is a corresponding row of Factor cells displaying the factors by which the base price is multiplied to figure a final price.



RIGHTS GRANTED AND BASE PRICE

This area displays the Base Rights granted in the upper cell and the Base Price in the lower right cell. These cells fill automatically when you click on a price in the Price Grid or you can enter information manually.

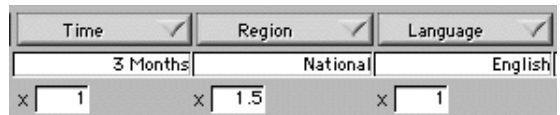


RESET

Deletes the selected price and resets the variations and factors to the default settings.

VARIATIONS

A row of popup menus and corresponding cells runs across the bottom of the Prices window. Choices from these menus are displayed in the cells below and show variations and the respective factors that the base price is multiplied by to determine the final price. Contents and menu titles can be completely customized in the Administration window

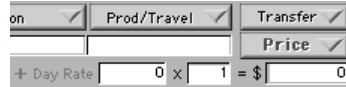


The bottom cells display numeric factors that affect the price and relate directly to the cells above. Default values may be entered in the Administration window and appear automatically or when Reset is pressed. They can be changed manually or by choosing from the menu above.

It is very important to note that when the Category is Assignments the last factor is multiplied by the Pre, Post & Travel Day Rate and then added to the rest of the calculation. A red plus sign appears as a reminder of this.

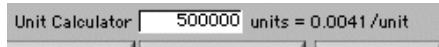
DAY RATE

Appearing only when the Category is Assignments, the last Variations menu item is calculated by the Pre, Post, & and Travel Day Rate entered here. It is ADDED to the rest of the fee. The default value is entered in the Administration window.



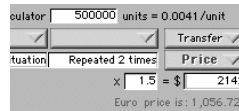
UNIT COST CALCULATOR

This is to the right, between the Price Grid and Variations popup menus. It can be one of your best friends and may inspire you to greatly raise your fees. After calculating a price, enter the number of units that correspond to the price. The per unit cost will appear and you may see that the apparently large fee actually translates to something incredibly small, such as tenth of a cent per item. Presenting the per unit cost can make it very difficult for clients discredit your fee.



PRICE POPUP MENU

Converts the final price to any one of the listed currencies. The converted price is listed in red it below the regular Final price. All of the currencies and conversion factors listed can be changed in the Currency Administration window. On each row is a date to remind you of the last date the factors were updated so that you don't use old data.



FINAL PRICE

Below the Price popup menu is the price calculated by multiplying the Base Price by all the Variations Factors. The Price is always displayed in the default currency; the currency that all amounts are displayed in. The final price can be converted to a variety of currencies using the Price popup menu without affecting the default price. *Tip* ▶



Tip: The Default currency can be set to whatever currency you work with. See the section on Currency Administration.

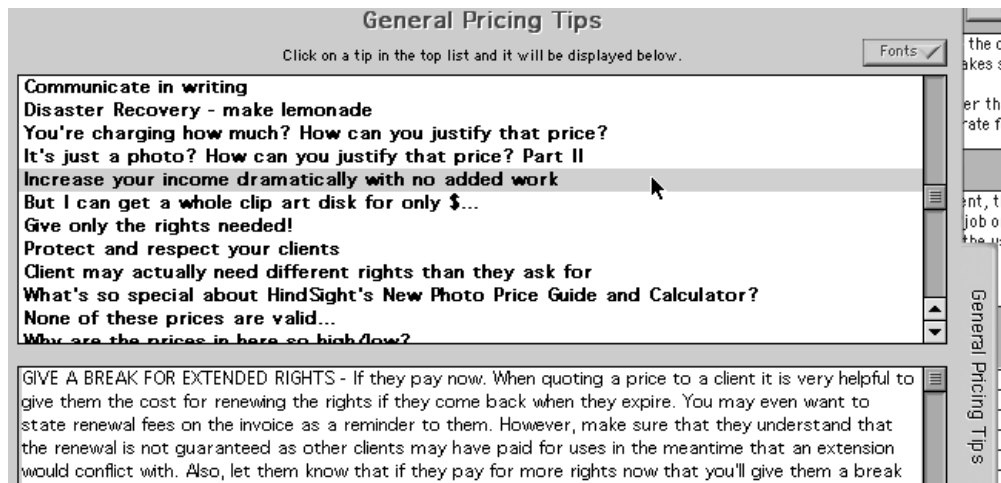
TRANSFER POPUP MENU

The final price and rights can be transferred to the clipboard or other HindSight software such as Stocksheet, Worksheet, or Terminology. In the Transfer popup menu you have the choice of adding to their existing contents the various files or replacing what is already there. The price and respected rights will be transferred but you will still need to edit what is the data in order to make a legible sentence



GENERAL PRICING TIPS

One of the most valuable features in Price Guide, General Pricing Tips is essentially a book that contains a broad base of information on how to communicate with clients, negotiate, protect rights, and obtain better fees. Clicking on the tab displays the tips. It also has a Font popup menu so that you can adjust the size to fit your eyes. It shows the same information for the entire file.



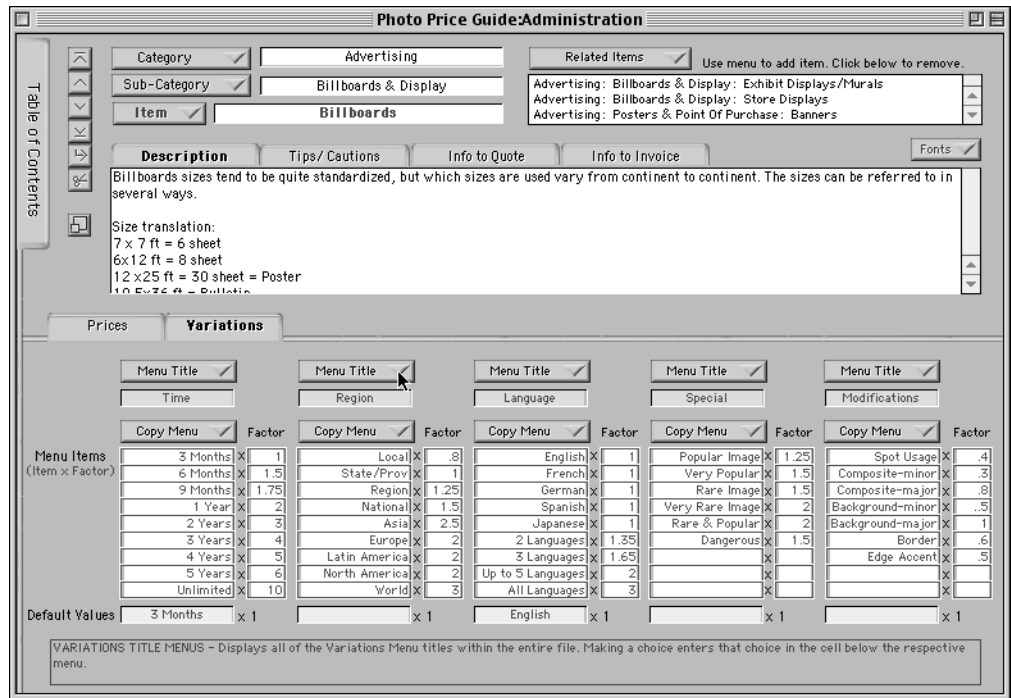
A D M I N I S T R A T I O N

The Administration and the Currency Administration windows in Price Guide are where all of the data is managed. If you desire, access to them can be password protected to prevent unauthorized changes to the pricing tables.

ADDING A PASSWORD

To password protect the Administration windows choose Add-Edit password from the Windows menu. A dialog appears asking you to enter the new password. Enter the password and click on the OK button. You're then asked to re-enter the password. Re-enter it, click OK and as long as the passwords match you are protected.

To change a password, choose Add-Edit password from the Windows menu. You're asked to enter your old password. If you enter it correctly, the next dialog asks you to enter the new password. Enter it, click OK, and you're done. If you leave the new password dialogue empty, the password is removed and the Administration windows can be opened without a password.



ADMINISTRATION

To change the master list of prices or any other data in Price Guide, go to the Windows menu and select Admin-Edit Prices. You're asked for password. If you have not yet entered the password, click OK. Otherwise, enter your password. A reminder appears, asking you if you would like to make a backup copy of your data before making changes. It is highly recommended that you do, in order to protect yourself from any accidental changes.

The next window is Administration. Here you can change virtually any of the data in Price Guide. You can change the prices, the titles of the rows or columns, the titles and contents of the Variations menus, and the Description and other text fields. Entirely new Items can also be added.

TO EDIT EXISTING ITEMS

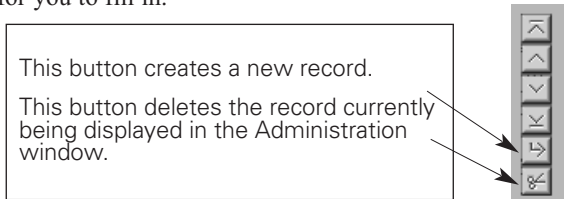
To edit any aspect of an existing Item click on the Table of Contents tab and select the desired Item. Changes you make within the window are then applied to the Item.

TO ADD NEW ITEMS

Click on the button with the bent arrow that is directly below the navigation arrows. An empty Administration window is presented ready for you to fill in.

TO DELETE AN ITEM

Click on the button with the scissors that is directly below the navigation arrows.



CATEGORIES

The Category popup menu displays all of the Categories within the entire file. You can type in the Category or choose any from the menu. Making a choice from the menu enters that choice in this cell. Anything new that is put in this cell is added to the Category Menu. *Warning!* ♦

SUB-CATEGORIES

The Sub-Categories popup menu displays all of the existing Sub-Categories within the entire file. Making a choice enters that choice in the cell to the right or you can type in a new Sub-Category manually. Anything new that is put in this cell is added to the Sub-Category Menu.

ITEM

The popup menu displays all of the Items within the entire file. Making a choice enters that choice in the cell or you can enter the Item manually. Anything new Items entered in this cell are added to the Item menu.

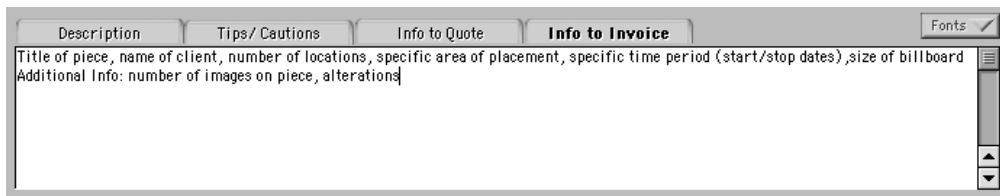
RELATED ITEMS

The popup menu displays all Items in the entire file along with their Categories and Sub-Categories. Making a choice here will add that choice to the list in the cell below. Items can only be added via the menu.

To delete an item, simply double-click on the item and it is removed from the list.

DESCRIPTION, TIPS/CAUTIONS AND INFO TABS

Across the top of the large text cell is a row of tabs. The bold-face tab shows what information is currently being displayed in the cell. Clicking these tabs changes the cell contents to correspond to your choice. You can fully edit the contents of any of these fields.



Warning:!

Using the popup menus does not select another Item to be edited, it modifies the Item you're viewing.

Use the Table of Contents to choose another Item to edit.

DESCRIPTION

Shows the specific information about this Item.

TIPS/CAUTIONS

Special information and warnings to be considered before pricing.

INFO TO QUOTE

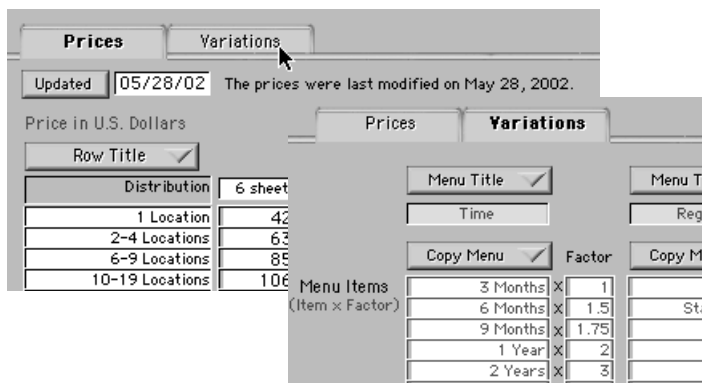
Guides you regarding the minimum general information needed from client for an accurate price quote.

INFO TO INVOICE

Similar to quote, but has more specific information that is needed to do a proper invoice and license.

PRICES AND VARIATIONS TABS

These tabs change what is shown in the entire lower half of the Administration window. Prices displays a Price Grid in which prices are entered. Variations displays the editing access to the Variations menus and default values. The bold-face tab indicates the active choice.



PRICES

DATE MODIFIED

Any time a price is changed, the Date Modified is automatically adjusted. It can alert you to accidental changes or changes by others.



DATE UPDATED

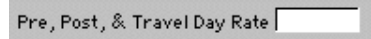
The Date Updated is entered manually or today's date is entered when the button is clicked on. This is used as a deliberate notation of when changes to the prices have been made.

DEFAULT CURRENCY

The selected Default Currency is shown. It's the currency in which all prices are displayed. The Default Currency is set in the Currency Administration window.

PRE, POST & TRAVEL DAY RATE

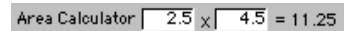
A fee cell appears only when the Category is Assignments. Enter the fee that you would charge for an eight hour day.



For Assignments the last Variations menu item is calculated by the Pre, Post, & and Travel Day Rate entered here. It is ADDED to the rest of the fee.

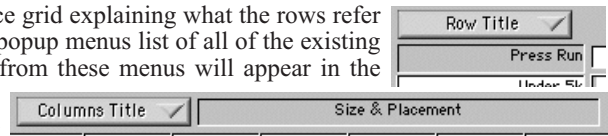
AREA CALCULATOR

For items where the fee is determined by the physical area of the usage, type the horizontal and vertical dimensions in the Area Calculator. Match the results with the corresponding column. This calculator can also be used for any other multiplication.



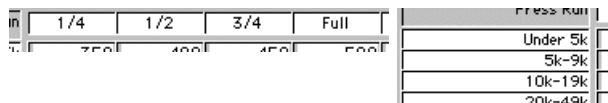
GENERAL ROWS AND COLUMNS TITLES

The general title of the rows in the price grid explaining what the rows refer to. The Columns Title and Rows Title popup menus list of all of the existing titles in the file. Any selection made from these menus will appear in the respective cell. The menus are dynamic and will automatically add any new data typed into to the cells.



SPECIFIC ROW AND COLUMN TITLES

Each row and column has its own individual name that specifies what information is displayed.

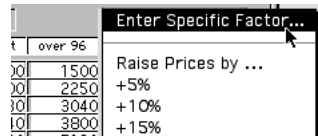


PRICE GRID

Enter the price and/or more specific information about the item in these cells as they correspond to row and column titles.

CHANGE PRICES MENU

Use this menu to change ALL of the prices in the grid by the selected amount only for the Item currently being edited in the window. The first choice in the menu allows you to enter a specific factor by which the prices will be multiplied. *Tip*



Tip: To make a global change to all of the prices in Price Guide go on to the Currency Administration window. This is useful for changing the default data in Price Guide to another currency.

VARIATIONS

To alter the Variations menus, click on the Variations tab the and the information the bottom of the Administration window will change to show menus and their contents. There are five Variations menus, and each column represents a menu.

VARIATIONS TITLE MENUS

The Menu Title popup menus display all of the Variations Menu titles within the entire file. Making a choice enters that choice in the cell below the respective menu.

To change the title of a Variations menu, choose from the Menu Title popup which displays list of all existing variations menus in Price Guide. Your selection will appear in the cell below. Alternately, enter the name of the menu in the cell and that title will be added to popup menus. Most menus in Price Guide are dynamic and automatically updated based on the data entered.



COPY MENU

The Copy popup menu lists all the Items in the file that have the same Menu Title. Making a choice from the menu copies all the Menu Items and the Default Value for that Item into the cells below. This is of great benefit in that if there are menus that repeat, you can pull in the menu in one step rather than having to retype it for each item.

VARIATIONS MENU ITEMS

Entries here display in the respective Variations menu in the Prices window. Along the right side of each column are the Factors, These are the factors by what the base price will be multiplied by when any given variation is chosen in order to obtain the final price. Enter text description for each item in the column left of x, and the numeric Factor in the column to the right of the x.

DEFAULT VALUES

Below the list of Variations menu entries are the Default Values for the Item. These values are displayed automatically when that Item is first displayed in the Prices window. Given that the default value always refers to the base price, you cannot change its factor of 1.

ASSIGNMENT VARIATIONS MENU

When the Category equals Assignments the last Variations menu item is calculated by the Pre, Post, & and Travel Day Rate entered in the field above the Price Grid and is ADDED to the rest of the fee. The + appears in red as a reminder of this change in action.

Menu Title		
Prod/Travel Days		
Copy Menu		Factor
4 hours	x	.5
8 hours	x	1
12 hours	x	1.5
16 hours	x	2
24 hours	x	3
32 hours	x	4
40 hours	x	5
48 hours	x	6
56 hours	x	7
+		x 1



ASSIGNMENTS

Assignments are treated a bit differently than stock. Given the dramatically wide range of assignment fees and factors as compared to stock there are no real recommendations for fees. Assignment fees are based on such factors as skill level, overhead, and the range from high to low for similar use can easily be more than tenfold. Thus, we have provided a calculator for you to figure your fees for an assignment..

Price in U.S. Dollars		Pre, Post, & Travel Day Rate									
Row Title	Columns Title	By Size of Usage / By Days								Change Prices	
Type of Usage	Small	Medium	Large	1 Day	2 Days	3 Days	4 Days	4 Days	6 Days	6 Days	8 Days
Billboards & Displays											
Brochures											
Catalogs											
Internet											
Inserts											
Magazine											
Newspaper											
Packaging											
Point of Purchase											
TV/Films											

The assignment templates are designed for you to enter your base fees for a wide range of situations. They can be customized to use on any manner that you wish. Stock fees in Price Guide can be used as a base to start with. The first three columns are set up for you to put in fees based on what you would charge for a range of usages. You may want to set up more of the columns like this. The other columns are set up to take into consideration the time it may take to do a project.

CALCULATING A FEE

When calculating your fees choose an appropriate usage and then choose the modifying factor from the Variations below. Such factors can include the time and region of usage, dangerous situations, uncertain weather conditions, studio or location shots, and equipment involved. Pre, post and travel days are then added on and figured using the last field and Variations menu in the Price Calculation.

Alternately, even though you won't give your client a fee based on a day rate, looking at the time a project will take can be a very useful tool for determining what to charge. The latter columns in the Price Grid are set up for this. Variations on the fee are figured in the normal manner.

PRE, POST & TRAVEL DAY RATE

Appearing only when the Category is Assignments, this is the rate that you charge for non-shooting days. It is used in the last calculation when determining a fee where it is multiplied by the time and added on to the other fees.



KEEPING CURRENT

More than with most other software, Price Guide has elements that may require frequent updates of the information it contains. Currency exchange rates, new usages, expanded pricing breakdowns and such may make the data less applicable than it can be. Be sure to check in frequently at <http://hindsightltd.com>, especially the Forums. We'll be posting links for exchange rates and other important information that may be valuable to you.

Our web site is an important value-added enhancement to this software. Use it to your advantage.

