

ESTABLISHING USAGE

<i>Client :</i>	<i>Photographer's Name :</i>
	<i>Agent/Rep :</i>
	<i>Photographer's Ref. No. :</i>
	<i>Date :</i>
	<i>Art order No :</i>
<i>The Advertiser :</i>	<i>Product :</i>

a) Media Use :

<i>Artist reference</i>	<i>Packaging</i>
<i>Books</i>	<i>Postcards</i>
<i>Brochure</i>	<i>Poster</i>
<i>Calendar</i>	<i>Billboard outdoor</i>
<i>Catalogue</i>	<i>Television/Cinema</i>
<i>Direct Mail</i>	<i>Web site</i>
<i>Magazine consumer (editorial)</i>	<i>PR</i>
<i>Magazine trade</i>	<i>TV, Interactive TV, Video, mobiles, CD Ads</i>
<i>National press</i>	
<i>NGO publications</i>	<i>Test</i>
<i>Point of sale</i>	<i>Other (specify) : _____</i>

b) Territory :

<i>South Africa only</i>	<i>USA</i>
<i>Southern Africa (SA, Nam, Bots, Moz, Swaz, Les)</i>	<i>Asia (countries ?)</i>
<i>Africa (countries ?)</i>	<i>Pacific (countries ?)</i>
<i>Europe (countries ?)</i>	<i>South America (countries ?)</i>
<i>Worldwide</i>	<i>Other (specify) : _____</i>

c) Time Period :

<i>One year</i>	<i>Other (specify) : _____</i>
<i>Two years</i>	

d) Right to a credit : YES / NO

e) Exclusivity Clause : YES / NO