

# The Rate for the Job

WE HAVE some lucrative gigs in this month's Rftj, including almost a grand for a *Sun* exclusive. We also list the City of London's convoluted fees for photo uses. In keeping with archaic tradition, "The City" pay more for colour (the rates shown here) for black and white they pay less.

Thinking about work for a company you've not dealt with before? Simply look at the Rate for the Job to find out what companies in similar niches have paid. Then aim higher.

You can submit rates online, in

confidence, at any time, at [www.londonfreelance.org/rates](http://www.londonfreelance.org/rates) – please give not only the basic rate (e.g. for FBS, First British Serial rights) but extra payments negotiated for extra uses, like the Web – or for print if it's a Rate for the Online Job. These are shown as (eg) £400 + 100. We now record rates paid in Euro as well.

Rates marked **X** are, in the editor's fallible opinion, below par. Treat all rates as minima, even perhaps the happy ☺ few.

**Photography:** London City law firm 23 corporate headshot on location – (prod/exes £600) 8 hours, £2000; jewellery website photographing inventory – 1300 items \$15 **XXXX**; City of London (Corporation of London) archive stock: for advertising uses £352.34, book, CD/DVD covers, £234.90, postcards, calendars per page, £176.18, posters, "from £176.18", TV stills – 4 year licence £166.38, permanent exhibitions £121.36, temp exhibitions £59.21; in books/journals £94.93; web pages – 4 year licence £59.21; in-house films and videos, £47.47.

**Shifts:** bank in-company magazine editing day £700; arts organisation media consultancy (day?) £200; *Shortlist* subbing day £130 **X**.

**Teaching:** Sunderland University undergrad PR/media student seminars, 1hr prep for each contact hour, £43-£47 per hour.

**Words, per 1000:** Rock band tour programme note £750; *Evening Standard* arts review 300-400 words @ £140 = up to £467; *Rolling Stone* news story £400; *Mail Weekend* 800 words @ £300 = £375; *Sunday Telegraph* 800 words @ £200 = £250 **XX**; *Independent* feature £240; *Classic Pop* cover feature £121, cover feature sidebar £100, 350-word review @ £30 = £86 **XXX**.

**Words, other:** *Sun* p7 page lead (exclusive) £950; *Uncut Ultimate Music Guide* re-use of two-part feature originally from *Uncut* mag £750, re-use of feature from another IPC publication £500; *World Travel Guide* (Columbus Travel Media) travel feature all rights £200; *Eurogamer* online review of long computer game, £120 or about 75p an hour **XX^9**.



## The Gong

This month's Gong – a wake-up call to late payers – comes to us via NUJ London Magazine Branch. A member was, as we went to press, owed £900 for the November/December issue of *Pomp* magazine, which the Freelance understands is produced by Hatted and Gloved Ltd. This is "despite documents from the Small Claims Court".

## Mission impossible for travel writers?

DORLING KINDERSLEY Eyewitness travel guides, the largest UK-based travel guide publisher and a branch of Penguin Group, has recently been contacting freelancers offering work revising the hotel and restaurant listings in their guides. This is apparently part of a major renovation of these sections in the whole series, with a new format, and so a large-scale operation.

Previously this kind of work was paid for on the basis of a planning fee and then a rate per listing entry. For the new work DK are offering flat rates of £100, or £130 per double page spread, all planning included.

At the same time they have increased the required content of each spread by well over half.

Comparing the two systems of payment exactly is difficult, but overall this represents a cut of 30 per cent to 60 per cent on what DK paid for comparable workloads two years ago. In time terms the new spread rates represent hourly rates of roughly £6 to £11 per hour – so they may even be below the UK minimum wage.

It's very hard to see how work at these rates can even be viable – covering costs – let alone worthwhile for any freelance working legally, pay-

ing tax and social security, anywhere in the EU. If DK are offering these rates they appear to think they can find people to do the work.

Anyone contacted by DK should check their figures and the exact amount of work required, very carefully, before taking these jobs on.

And all DK freelancers who'd like to discuss the situation and what they think about their work being graded at below minimum-wage level, please get in touch. It would be useful to discuss these issues on the email list at [www.londonfreelance.org/Flipper](http://www.londonfreelance.org/Flipper) – or email [freelanceoffice@nuj.org.uk](mailto:freelanceoffice@nuj.org.uk)

## Just looking...

The UK's Supreme Court decided on 17 April that it's *probably* not a breach of copyright to look at a web page that contains a copyright infringement. If you save or print it, you have made a copy, and if the owner finds you they can sue (but not for very much). *Probably*, because the Supreme Court referred the question to the European Court of Justice (ECJ), which has the last say on the implementation of the relevant EU law. For details see [www.londonfreelance.org/fl/1305nla.html](http://www.londonfreelance.org/fl/1305nla.html)

## Small Claims limit is now £10,000

ON 1 APRIL the maximum for Small Claims went up to £10,000. That would be the Small Claims track of the County Court if your claim is over a shift you were not paid for; or the Small Claims track of what's technically called the Patents County

Court if your claim is over breach of your copyright, for example if your words or images were used without payment or without permission. Fees start at £25 for a claim up to £300; for a claim of £10,000 they appear to be £210. (We have a report

of the judge in charge of Patents County Court saying he "doesn't see why not" about that limit going up.)

A major advantage of the Small Claims track is that the other side can't get significant costs from you even if you lose.

## Collect-o-matic!

WE ARE PLEASED to report that a member told the May London Freelance Branch meeting they'd used LFB's online interest calculator to work out how much interest they were owed for late payment, put it on an invoice and got the full amount they'd then billed for. Our handy

form to tell the Freelance Office everything they need to know to help members collect is at [www.londonfreelance.org/collect.html](http://www.londonfreelance.org/collect.html) – and our calculator for DIY claims of late payment of commercial debts is at [www.londonfreelance.org/interest.html](http://www.londonfreelance.org/interest.html)

Late payment of commercial debts calculator

### Interest & compensation

Information in titled fields is required. The program tries to calculate as you go along; it should flag suggested values in **SHOWN**. Holding the [SHOW CALCULATOR] button gives explanations and displays the interest calculation in a pop-up window (if your web browser program allows it to do all that).

Union members having difficulty persuading a client to pay up should see the **Collect-o-matic** form.

Sorry to bother browser users - by other browsers please

1. What was agreed - what the contract is

The work was agreed (contracted) on (date/month/year)

Agreed currency ☒ £ Sterling ☐ € Euro ☐ \$ US ☐ \* other

Total amount due, including expenses & any VAT  £