Pricing

ABOUT OUR WORK

Pricing

Essential

The essential pricing outlines the minimal viable pricing, **MVP** project. In order to plan your project we begin with a bespoke consultation period before set up, management, collection of content and pre-producing the project and final artwork. The MVP **essential** price is incorporated as the base costing in your custom scope of work and you then add one or more of the final artwork production outcomes below, collection features and further options.

Final production

You choose which production outcome you want for your **final artwork**, whether it is print and installation, an online virtual artwork, or a motion graphics video piece. The prices are estimates and during consultation we will conduct a virtual site visit or survey and provide a updated fee. We can also **guide** you what fits best within your budget as a final outcome. You can always add further options and services later during the production period.

Content collection

The **content collection** price lists shows a number of extra features we offer to enhance your online web campaign, branded forms and other features and functionalities. It also covers the costs of commissioner supplied content when the content is sourced outside a campaign, whether by picture research or an existing archive.

Options include API access & commissioner-hosted campaign, commissioner supplied materials, CMS campaign & project web page on our website, CMS branded emails and moderation services.

Further options

The **further options** price lists shows a number of extra features you can choose to **enhance** your campaign and final artwork production, including features to enhance engagement and interactivity.

Options include additions to the online artwork including storytelling markers, payment donation options, worldwide territories, embedding artwork on your own website, creation of marketing assets including motion graphics, video, QR codes and interpretation panels and much more.

Essential

DELIVERABLE	DESCRIPTION	LEADTIME	PRICE EXCL VAT
Meeting introduction	A brief introduction Q&A meeting with the Commissioner and the Artist after filling consultation onboarding form.	30 mins	**FREE**
Consultation	Custom Scope of Work & Deliverables: 3 online meetings, Email comms, Bespoke scope of work (SoW) Minimum-Viable-Project Costing, up to 3 Mosaic Mock-ups from 3 Hero Images, Visual Concept Deck Pdf with branding, Virtual Site Visit. Share production agreement, service terms, contributor terms and policies.	6 weeks	**£2,750**
General management	General Management: Prepare and customise production agreement, prepare final SoW and send for signature. Reasonable email comms during project and up to 6 x 1hr meetings. Physical site visit and survey meetings, sub-contractor management, on site management and attendance of unveiling event/interviews up to 2 visits included. Method Statement & Risk Assessment (RAMS). Financial disbursements and auditing, insurance, supplier payments, bank transfer fees, auditing and payment disbursement.	3-6 months	**£3,000**
Content management system CMS	CMS Setup & Licence: "CMS" means the online content management system 'MyPhotos' for the collection, moderation and management of contributor content CMS: https://myphotos.thepeoplespicture.com/ Customised online data-collection and content management system. up to 7,000 images or 5GB of data; bulk upload and direct-link support; hosted on AWS. Up to 150 favourite images may be starred for guaranteed consideration; up to 25 images/stories may be set as interactive markers. Training video/guidelines provided in the CMS resources menu and on demand via support@thepeoplespicture.com	1 year	**£1,750**
Final production artwork	Hero Image & Pre-Production Final Artwork: a "Hero Image" means the image, images or composite image or other visual reference selected as the source or target image around which the Final Artwork is created. The People's Picture hand-processes all content (cropping, colour adjustment) and prepares the Final Artwork for feedback and approval by the Final Artwork Approval Date. The People's Picture will then post-produce and create the Final Artwork for print, installation or selected option.	6 weeks	**£8,500**

Final production

DELIVERABLE	DESCRIPTION	LEADTIME	PRICE EXCL VAT
Print, production & installation artwork	Final Artwork - Final Print, Production & Installation: An estimate only of the costs of print, fabrication and installation for a large scale piece (6 x 4 metres) until the Final Site Survey Date (included in the general management fee) after which final quotation costs are confirmed. Method Statement & Risk Assessment (RAMS) for sign-off before installation.	1-2 weeks	**ESTIMATE £7,500**
Online interactive zoomable artwork production fee	Final Artwork — Online Interactive Zoomable Artwork Production Fee: Digital gigapixel processing, production and hosting of the finished Artwork in ultra-high resolution, responsive across devices, published 1 year license on The People's Picture's own website free of charge for 1 year. Hosted via Micr.io. Example: thepeoplespicture.com/faces-of-surgery-mosaic	1 week	**£1,250**
Video Mosaic Motion Graphics or Digital artwork fee	Final Artwork — Video Mosaic Motion Graphics or Digital Assets: Final artwork digital asset, including video, digital signage, graphics, motion graphics and audio. Final artwork to be provided as an online secure downloadable asset unless otherwise requested.	2-4 weeks	**ESTIMATE £5,000**
Merchandise	Final Artwork — To include Limited edition Prints, Posters, T-Shirts and other products. Royalties agreed wit Commissioner.	2-4 weeks	**ESTIMATE £5,000**

Content collection

DELIVERABLE	DESCRIPTION	LEADTIME	PRICE EXCL VAT
API Access & Client-Hosted Campaign	1 year renewable licence. An API token licensed to the Commissioner (for use by its own web developers/technical support) to embed the campaign's content-submission and gallery functionality directly on the Commissioner's own website, rather than on The People's Picture's website. Base access priced here; any ad hoc technical support beyond this is a separate chargeable service. Alternatively an iFrame our photo upload form can be embedded and we service the styling. We provide support for iframing our existing photo upload form. This can be customised to display your own logos and text etc, as well as capturing custom fields. We will need to whitelist your domain for the iframe to serve on your site correctly.	Estimate	**£750**
Commissioner Supplied Materials	Commissioner Supplied Materials: “Commissioner-Supplied Content” means Content collected or supplied by or on behalf of the Commissioner outside The People’s Picture’s CMS. The Commissioner supplies or sources the Content itself (including via its own CMS, download portal, or library) via one link or collection source only in one email. The People's Picture will download and process the content from the link and process it. Commissioner-Supplied Materials Extended Content Collection: collection of Content via existing asset libraries or public archives, or a contingency picture-research service.	2-6 weeks	**POA**
CMS Campaign & Project Web Page	Demo: thepeoplespicture.com/project-demo-page/ The Commissioner redirects via a banner on their website to a branded campaign project page on The People's Picture website with a branded submission form, prompts, and a live searchable gallery linked to the CMS. Converted to a final project web page (highlights gallery, final artwork) and if applicable a gallery of final artwork images and a link to the online interactive artwork.	2 -6 weeks	**£ 1,750**
CMS Branded Emails	Demo submit an image and we send you an email: thepeoplespicture.com/project-demo-page/ Branded pre- and post-approval emails. Default fields: location, email opt-ins, terms consent — additional fields (donation, etc.) are a separate service item. Commissioner may download content and export a CSV of subscribers from the CMS who opted in, in accordance with joint data protection obligations.	1-2 weeks	**£750**
Moderation services	Daily Moderation Service: The People's Picture moderates incoming submissions daily, priced per 3,000 submissions.	1-6 months	**£1,500**

Further options

DELIVERABLE	DESCRIPTION	LEADTIME	PRICE EXCL VAT
Back-Ups Final Artwork	Secure backups provided to Commissioner on request during production of allowable licensed project data; secure retention of final artwork project data and content for up to one year after completion (unless earlier deletion is agreed or required), or deletion on request.	1 week	**£250**
Online Interactive Zoomable Artwork	Branded information panel, and audio.	7 days	**£750**
Online Interactive Zoomable Artwork	Interactive Story Markers and tour of up to 25 featured photos/stories with links, chosen via the CMS via the Interactive feature before Final Content Sign-Off or Commissioner to provide content by agreed Content Provision Date via an agreed method. Demo: i.micr.io/hLkDn/	7 days	**£1,250**
Online Interactive Zoomable Artwork	Embedding the Online Interactive Zoomable Artwork on the Commissioner's own website iframe/CSS guidance and link provided to Commissioner. 1 year license. Renewable at £350 annually.	1 day	**£1,250**
Promotional & Video Marketing Package	Promotional & Video Marketing Package: branded videos for web campaign, social media, and launch, including social assets, reels, and clips.	1 week	**POA**
Promotional & Visual Marketing Materials	ADD Promotional & Visual Marketing Materials: branded designs, banners, and social/graphic assets throughout the campaign.	1 week	**POA**

Further options

DELIVERABLE	DESCRIPTION	LEADTIME	PRICE EXCL VAT
Artwork Signage or Plaque	Artwork Signage or Plaque: design and print of signage/credits for the Artwork, including QR codes.	1 week	**£750**
Break-Out Exhibition Prints	Break-Out Exhibition Prints: curation, selection of highlights, and design of image/storyboards for a break-out exhibition.	2 weeks	**POA**
Online Interactive Zoomable Artwork	ADD Interactive Story Markers up to 25 featured photos/stories with links, chosen via the CMS via the Interactive feature before Final Content Sign-Off or Commissioner to provide content by agreed Content Provision Date via an agreed method. Demo: i.micr.io/hLkDn/	N/A	**POA**
Online Interactive Zoomable Artwork	ADD Embedding the Online Interactive Zoomable Artwork on the Commissioner's own website iframe/CSS guidance and link provided to Commissioner.	N/A	**£350**
Documentation	Documentation, professional photography/videography (including timelapse) of the installation, event, and final Artwork.	N/A	**POA**
Daily Moderation Service	Daily Moderation Service: The People's Picture moderates incoming submissions daily, priced per 3,000 submissions.	6 months	**£1,500**
Talk, Event, Workshop	Artist Talk / Event Attendance / Workshop / Extra Site Visits Surverys : Studio Day Rate plus travel and accommodation where applicable.	1 day	**£450**
Database & Stats	Dynamic Database, Stats, Search Tools & Analytics: visitor statistics and a searchable content database. Must be requested at the time of contracting.	2 days	**£750**

Further options

DELIVERABLE	DESCRIPTION	INFO	PRICE EXCL VAT
Augmented Reality	Augmented Reality: optional AR interactivity within the Artwork.	N/A	**POA**
Donation and Voluntary Payment Facility	Donation and Voluntary Payment Facility: E-commerce Integration: Donation Feature directly linked to Client's Stripe Account with an Opt in or Opt out donation. Can fix price per submission or per photo, User can also choose to enter minimum amount. Full records of who has paid and who has not are in the CMS enabling administrative payment-status notifications (for example, a reminder that a payment is outstanding) to be sent.	2 weeks	**POA**
Worldwide Contributor Participation	Worldwide Contributor Participation (no territory restriction). The default territory for Contributor participation is the UK and USA only (see the Production Agreement territory clause). An additional legal/compliance fee applies for worldwide scope, reflecting the greater compliance burden of managing data protection obligations across an unbounded range of jurisdictions.	2-4 weeks	**POA**

Licensing

ABOUT OUR WORK

Licensing

Overview

When you **commission** an artwork you receive a licence to use it. You do not receive ownership of the artwork or its copyright. The People's Picture owns the artwork and all the **intellectual property** in it, including the mosaic concepts, processes and know-how used to create it. Once you have paid the fees for a physical artwork in full, you own the physical object itself, but the licence terms still apply to how it is displayed, reproduced, moved and maintained.

Exclusive means that, during your licence period, we will not display the artwork in that format ourselves or allow anyone else to, other than you and any approved partners. The exceptions are our own website, our portfolio and promotion, and the merchandise rights.

Contributors keep copyright in their own photos and license them for the project. Your licence covers the finished artwork, not the individual photos, which you may reshare only to **promote** this campaign. Materials created during the consultation stage can be used in production only and may never be used to have another provider create an artwork

Physical artwork

You receive an exclusive licence to display the **physical** artwork at the location and for the dates stated in your SoW. Unless the SoW says the installation is temporary, this continues indefinitely, provided the artwork is kept in good repair. For a **temporary** installation the licence ends on the Decommission Date in your SoW and the artwork must then be removed as set out in the Service terms. The artwork, and any credit text or plaque with it, may not be copied, altered, dismantled, moved or removed without our written permission.

Digital artwork

Where your SoW includes **digital** artwork, such as video, screens or projection, you receive an exclusive licence to display it at the locations and for the period stated in the SoW. It may not be copied, changed or shown elsewhere without our written permission.

Online artwork

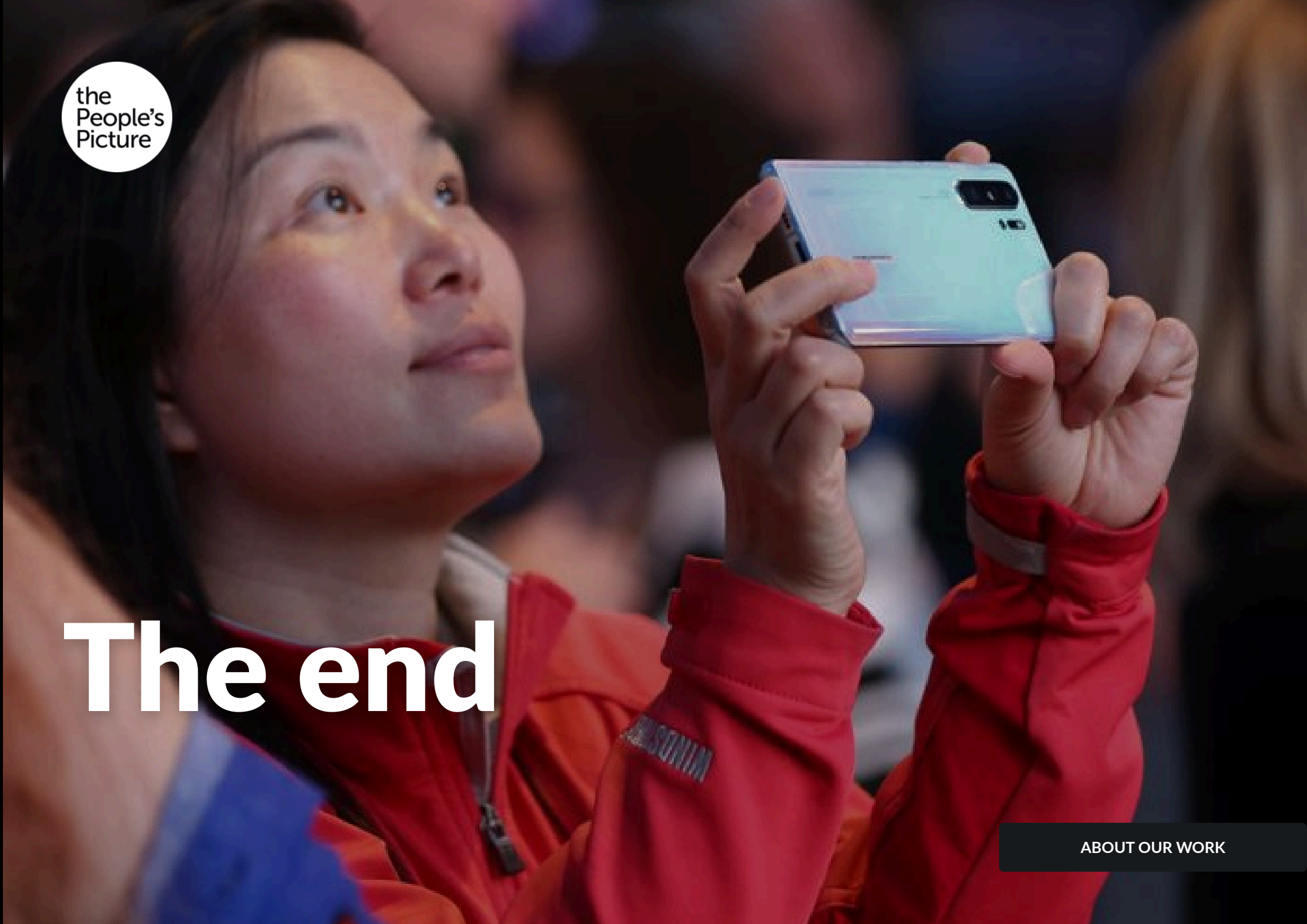
The **interactive** online artwork is hosted on The People's Picture's website and is licensed for display there for the period in your SoW. Embedding it on your own website or any other platform is a separate licence stated in the SoW, with its own fee. Embedding without that licence is not permitted, even where the technology allows it.

Promotional content

You receive a **non-exclusive** licence to publish approved promotional content on your website and social media, and to link to ours, to promote the project and the artwork. We approve the copy first, and it must carry the agreed **credit.** Digital files of the artwork may not be used for any other purpose without our written permission.

Merchandise

You have an **exclusive** first right for 12 months from approval of the Final Artwork to produce and sell prints, posters or merchandise of the artwork, where the image clearances and the contributors' terms allow it. **Royalties** are negotiated on a case by case basis.



The end

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