

Monthly Plan Fee - Classic Plan for 49.00. All prices are shown in US dollars

Tiered Peak Image Fee Schedule:

Peak Images Count From	Peak Images Count To	*Base Rate	** Per Image Overage Fee	Min Level Cost	Max Image Overage Fee	Max Possible Level Cost (if undiscounted)	Total Capped Level Cost
0	2500	\$49.00	\$0.0000 (none)	\$49.00	\$0.00	\$49.00	\$49.00
2501	5000	\$49.00	\$0.0150 (1 and ½ cents)	\$49.02	\$37.50	\$86.50	\$67.75
5001	25000	\$67.75	\$0.0075 (3/4 of a cent)	\$67.76	\$150.00	\$217.75	\$175.00
25001	50000	\$175.00	\$0.0075 (3/4 of a cent)	\$175.01	\$187.50	\$362.50	\$300.00
50001	75000	\$300.00	\$0.0075 (3/4 of a cent)	\$300.01	\$187.50	\$487.50	\$425.00
75001	100000	\$425.00	\$0.0075 (3/4 of a cent)	\$425.01	\$187.50	\$612.00	\$500.00
100001	250000	\$500.00	\$0.0050 (1/2 of a cent)	\$500.01	\$750.00	\$1,250.00	\$1,000.00
250001	500000	\$1,000.00	\$0.0040 (4/10 of a cent)	\$1,000.00	\$1,000.00	\$2,000.00	\$1,500.00
500001	CALL US	\$1,500.00	\$0.0030 (3/10 of a cent)	\$1,500.00	CALL US	CALL US	CALL US

(*Base Rate Shown here includes the \$49.00 Plan Fee. Note: That \$49.00 Fee may be a separate line item on your invoice.)

(** Per Image Overage Fee is added to the Base rate for each image into the level)

LOGIC:

- 1) The goal of the **MorePhotos' Classic Plans** (Tiered Peak Image Fee Schedule) is to help full-time photographers or studios (with larger monthly sales totals) control their costs. By charging based on the number of images stored, instead of taking a cut of each and every sale, the studio usually realizes a significant savings over any percentage of sales based pricing structure.
- 2) We have added "Capped Level Costs" to each level to make it even easier to control these costs. In some cases you will see this cap is significantly lower than if we had simply continued to apply a per image cost. If this cap is attained, its will show as a max fee on your invoice.
- 3) Each level takes the "Capped Level Cost" from the previous level as its base rate.
- 4) Image Overage fees are then added onto the base rate until the cap for that level is reached.
- 5) If your studio posts more than 500,000 images on a regular basis, please call us about further incentives.

EXAMPLES:

- 1) You have a peak image count for the month that is between 0 and 2500 images. In this case all of the images are included in the base rate, and there are not any additional image fees added at all. Your invoice will be for \$49.00. This is true if you have just \$100.00 of sales or if you have \$10,000.00 worth of sales. The prices are strictly based on Peak Number of Images on your site during the given month.
- 2) You have 2600 Images as your peak count for the month. Once you passed the 2500 images, we will add the "Per Image Overage Fee" (in this case that is .015) for each image you have over the 2500. That means your bill will be 49.00 for the first 2500 images, and then an additional 100 (the number of images over 2500) times \$0.015 for a total image fee of \$1.50. Add the \$49.00 base and your invoice would be \$50.50. This same logic is used for every level until you hit an image fee that would put your invoice over the Capped Level Cost. In that case, we cap it at the Capped Level Cost until you hit the next level.

NOTE:

These fees DO NOT include some add-ons or extras including, but not limited to: Domain name purchases, email addresses, SSL certificates, etc.. This type of plan encourages the photographer to set deadlines for their customers' orders and then remove the collection/events from the website as soon as possible. We have seen that these kinds of limits actually increase sales because the longer the images stay online, the more people just show them via the website instead of purchasing them.