

DRONE PHOTOGRAPHY

IN THE CITY OF ALAMEDA, CA

PRODUCTS AND PRICES

February 2017 — Phone (510) 748-9811 Email: jwoodard@freemanbusiness.net

DRONE PHOTOGRAPHY PRODUCTS AND SERVICES

Joseph Woodard Multimedia will...

- **Help you specify** the kind of views you require of the site you are interested in photographing. In discussion with you, as we establish your requirements, we will define what you want to see and the viewpoints for photographing it. These requirements describe in a contract the literal drone photography that we'll create for you, where, how and when. Arranging a drone project is easy. Call and talk with us at **510-748-9811**, or contact us by email. at jwoodard@freemanbusiness.net
- **Plan** to complete your drone photo project in a timely way, paying strict attention to FAA regulations, safety, weather, and City of Alameda access requirements. For a project, we charge only for flight time logged as needed to produce the literal photographic files you specify, even if, for example, bad weather forces us to extend your project completion date. Read on to understand potential flight restrictions in Alameda. All flights will be conducted by Dorothy Freeman, an FAA certified pilot.
- **Insure** the drone flight time for your project. It will be covered by insurance up to \$1 million.
- **Capture** useful and stunning video and still photos in Alameda, California

using a drone mounted camera. These photographic products allow you to see spectacular views of island areas and understand the spatial relationships among land and water-based developments. A project includes all efforts required to produce the specified photo proof files, including up to 4 hours flying at the same site. The photographic work will be produced and directed by Joseph Woodard -- an experienced media creator with many years of artistic, graphical, and technical experience.

- **Deliver** digital, unedited files of drone photography on computer-readable disk (data-DVD) for your inspection (1920x1080 resolution video or print-quality photo files, as specified). Within the 4-hour flight-time limit for a project, we may conduct additional flights to finish creating photography that suits your initial requirements. The resulting literal, raw files may fully satisfy your viewing needs, though, for additional charges, they can be edited and adapted to suit all of your visual purposes.
- **Customize** videos and photos to serve all of your visual presentations. We can work with you to specify edited graphic products that we can create from your raw photography. Prices are listed below. We can create high-res video files suitable for viewing on computer, movies on DVD and Blu-ray disk, and video files adapted for web pages. These edited videos can be titled and sound tracks added.



Photos can be extracted from video footage. We can create high quality still photo files and prints, extracted from video or captured directly as stills during flight, suitable for web usage, documentation, printing, framing, publication, and inclusion in projected

performances like powerpoint slideshows or videos.

To understand all of our media capabilities, be sure to read our documents describing "Products and Prices" for audio, photo, and video work.

FLIGHT RESTRICTIONS

FAA Restrictions

The Federal Aviation Administration regulates drone flight. We obey their restrictions.

- Any flight for compensation requires an FAA certified pilot in command.
- The drone can't fly higher than 400 feet above ground level.
- The drone must always be visible to the pilot.
- Our drone cannot fly during twilight hours or at night, but only between 30 minutes after sunrise and 30 minutes before sunset.
- The drone cannot fly within a 5-mile radius of controlled airspace (airport) without a grant of permission from the airport tower which we'll obtain as needed.
- Flights over non-participants without cover (concerts, live news events, sports, etc.) are not allowed.
- Weather is an important consideration. The pilot must have 3 miles of visibility.
- The FAA may issue temporary restrictions on the right to fly, especially near airports.
- A visual observer called a spotter must assist the pilot in command.

Additional Safety Restrictions

Safety concerns can restrict a decision to fly in a particular area. For example, flying near high tension power lines is dangerous. High winds can be a problem.

We will discuss these limitations on drone flight with you as they concern the area you want photographed. Our goal is

to protect the public as well as ourselves and our equipment.

PRICE LIST

To define your drone photography project, we must work with you to specify, in writing, a contract that describes what you want filmed: location and viewpoints (elevation and view angles), and type of coverage, video and/or still photos. This specification step may require that we visit the location together.

Prices listed here are only for drone projects that we will conduct in the City of Alameda, California.

Please pay any charges by check or money order to "Joseph Woodard."

Booking Fee

After talking with you about the idea of the drone photography you want, we'll write up the project and make it firm in a contract that specifies what we'll create for you: where, how, and when, including our anticipation of possible restrictions and limitations, accounting for weather, safety, and FAA requirements.

A booking fee of \$50.00 is required for each project. This fee is due at completion of a project's specification.

Project Fee

A completed project will cost an additional \$450.00 for a maximum flight time of four hours at one specified location. This fee includes flight insurance and computer-viewable digital proof files of drone photography, (1920x1080 resolution video or print-quality photo files, as specified) delivered on a data-DVD disk set. The raw files must satisfy the requirements of location and viewpoint. To aid your quick approval, printed proof sheets of the drone photo results will be supplied

showing any still pictures and example shots from video footage.

The project fee is payable upon your acceptance of the raw files, as delivered on a labeled data DVD set in labeled DVD jewelcases.

Copies of Initial Photo Disk Sets

We can supply 1 to 100 copies of the project's DVD set for \$20.00 per set plus sales tax.

ADDITIONAL DRONE PHOTO PRODUCTS

Drone Videos

We can create versions of the drone videos to suit your display needs: as playable DVD or Blu-ray movies, complete with titles. We can create Powerpoint and DVD playable slideshows incorporating video and still photos from your drone photography project.

Sound tracks may be added that could include voice-over comments, music, and sound effects (as copyrights allow). We can record audio and edit video and audio, to create what you desire as a finished audio-visual experience, for \$20 an hour, producing a DVD or Blu-ray movie, or computer or web viewable file. Typical efforts often cost between \$80 and \$480, or more, depending on how much work it takes to create what you want.

We'll deliver the finished video product on playable DVD or Blu-ray disk, or data DVD disk for the hourly cost of labor and \$20 plus sales tax per disk set. Shipping is free.

Drone Still Photo Prints

Enlargement and framing orders for still photos totaling more than \$300.00 will require a 25% deposit in advance.

Typical Drone Print Enlargements

You may have specified that your drone photography be still photos, or you may indicate still images that you wish extracted from drone video. We can produce prints from these photos.

Typical enlargements from wallet size to 13"x19" are certified to resist color fading for 100 years. These prints are always on glossy paper. Black and White, sepia or monochrome, and color prints are all priced the same. Add sales tax to the listed price.

NOTE: wallet-size is 2x2-1/4"

Prices for unmounted prints:

- 2 4x5 plus 8 wallet-size. . . . \$ 8.00
- 16 wallet-size. \$ 8.00
- 4 4x5. \$ 8.00
- 2 5x7. \$ 8.00
- 1 8x10. \$ 8.00
- 1 11x14. \$16.00
- 1 13x19. \$20.00

Prices for mounted and framed prints of one photo:

- 1 4x5. \$15.00
- 1 8x10. \$16.00
- 1 11x14. \$24.00
- 1 13x19. \$42.00
- 2 8x10 matted in 1 16x20 frame \$48.00
- 4 4x5 matted in 1 16x20 frame \$48.00

Digital Files

Digital files of photos we create for you, either original or restored, may be purchased on data DVD disk.

You can purchase any still image we create for you as a **retouched, print quality digital file for \$45.00**. These images, refined versions of raw still image project files, are licensed for non-profit personal, public, governmental, and education uses only. We will be glad to negotiate an editorial and retail license with you when the photos are to be used for commercial purposes.



View of the Jean Sweeney Open Space Park, looking west toward San Francisco; a still photo from video shot in the Fall of 2016.

LICENSING

The prices listed herein grant you a license to use still photo images and videos we create for you for the following non-profit purposes:

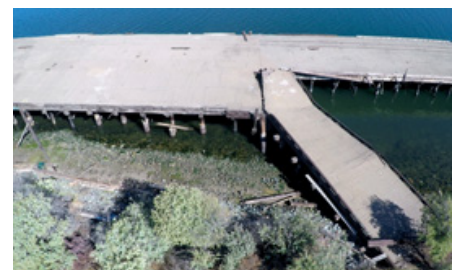
- For personal use
- For unlimited non-profit display to a classroom and/or live audience
- For unlimited display on listener-supported TV and/or website of a non-profit organization.
- For governmental uses.

Commercial licensing of images we create for you to be used for editorial and retail purposes includes:

- License for unlimited display on a single commercial TV station and/or website
- License for unlimited display on multiple commercial TV stations and/or websites.
- License for inclusion in a print, audio, or video product; with unlimited reproduction for editorial, entertainment, or retail use.

We will be glad to negotiate the license you will require to use our images for commercial purposes.

Joseph Woodard Multimedia reserves the right to use materials we create in publicity promoting our business by demonstrating what we can do.



Pier damage at Encinal Terminal in Alameda. Still photos taken from drone video shot in Fall 2017



Yacht harbor at Encinal Terminal, viewed from the west, looking east. This photo was taken from drone video footage shot during the Fall of 2016.

■
Joseph Woodard Multimedia
2050 Eagle Avenue, #3
ALAMEDA, CALIFORNIA 94501

