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Magazine Photogs Raise Their Fees

The American Society of Magazine Photographers has announced a 50 percent increase in minimum day rates for its members and 40 percent raise in its black and white stock picture prices.

The Society's Code of Minimum Standards, unchanged since 1952, is binding on all ASMP members. The daily minimum fee for shooting time is being raised from \$100 to \$150 with a \$75 daily minimum for incidental time such as traveling time, research time, stand-by time, editorial conference time, editing, casting and darkroom time, as against the magazine's or other medium's page rate for black and white or for color, whichever is higher.

For black and white stock pictures for editorial use in magazines, tradebooks, textbooks and encyclopedias, the Society has raised its minimum price from \$25 to \$35 per photograph or established page rates, whichever is higher.