

Texas Highways Magazine
Creative Brief

Story Title: East Texas Wine Trails

Delivery Date: July 15th 2011

These are guidelines to allow a basic understanding between Texas Highways Magazine and Photographer. This effort affords Texas Highways the ability to plan expenditures before expenses are incurred. Any additional thoughts are encouraged and any additional expenditures must be approved in writing.

Brief Description of Story: Three creative shots from each winery location.

Los Pines Ranch Vineyard, Pittsburg
Tara Vineyard & Winery, Athens
Enoch's Stomp Vineyard & Winery, Harleton
Kiepersol Estates, Bullard

Brief Description of Digital Files:

All files need to be in RAW and/or well-adjusted TIFF formats (at least 300 dpi). Prior to payment, all photos must be captioned in the metadata of each respective file. Captions should include names in photos with three or fewer people (not necessarily for larger groups). Ideally, contact information (name and phone number) from each featured establishment should be included, if at all possible. The \$75 digital production fee is provided to cover these requirements.

Estimated Reimbursable Expenses:

Up to 500 miles @ .51 per mile-----	\$255
0 nights lodging with receipts @85.00 plus tax-----	\$0
3 days per diem @\$36.00 a day with receipts-----	\$108

As discussed no lodging is needed.

Please remember that Texas Highways does not reimburse for tips and alcohol, and the per diem allotment is for you only.

Signature below indicates understanding of Creative Brief.

Signature of Photographer