

— high heat —

INDUSTRY TERMINOLOGY

Working with Clients:
Professional Terms & Conditions





HELLO! WE'RE

H+ CREATIVE

a Los Angeles based, woman owned & operated boutique creative studio that represents a tight-knit roster of top-tier, diverse international artists.

We specialize in everything from:

**DIGITAL TO TRADITIONAL ILLUSTRATION,
2D, 3D & CG DESIGN, DIGITAL FASHION,
MOTION, BRANDING & EXPERIENTIAL VISUALS.**

With nearly a decade of experience, and collaborations with hundreds of brands, H+ has established a premier network of talented artists from around the world. Thank you for the opportunity to show off some of our recent highlighted projects that we're honored to share.

TYPES OF RIGHTS TRANSFERS

When negotiating fees it is important to understand which rights are being discussed and to distinguish between a license and an assignment.

TRANSFERS RIGHTS CAN INCLUDE:



COPYRIGHT ASSIGNMENT

LEGAL OWNERSHIP OF ALL RIGHTS TO THE IMAGES TRANSFERS TO CLIENT. CLIENT IS UNRESTRICTED IN ITS USE OF THE IMAGES ACROSS ALL MEDIA FOR ALL TIME. INCLUDED ARE THE RIGHTS TO REPRODUCE, USE, DISPLAY, BROADCAST, PRINT, EDIT, TRANSFER, AND SUBLICENSE THE IMAGES, AS WELL AS TO CREATE DERIVATIVE WORKS. ARTIST RELINQUISHES ALL RIGHTS, INCLUDING SELF-PROMOTION AND THE RIGHT TO CREATE WORKS THAT ARE "SUBSTANTIALLY SIMILAR" TO THE WORKS BEING TRANSFERRED. ALSO COMMONLY REFERRED TO AS "WORK FOR HIRE," ALTHOUGH THAT TERM MORE ACCURATELY REFERS TO MOTION IMAGES AND AUDIO-VISUAL WORKS. ANYTHING LESS THAN AN ASSIGNMENT OF ALL RIGHTS IS REFERRED TO AS A "LICENSE."

TYPES OF RIGHTS TRANSFERS CONT.

➤ LICENSE

ARTIST RETAINS COPYRIGHT BUT PERMITS CLIENT SPECIFIED RIGHTS AND USES TO THE IMAGES. LICENSE TERMS TYPICALLY IDENTIFY THE PERMITTED USE, MEDIA, DURATION, AND TERRITORY. ARTIST RETAINS ALL RIGHTS NOT SPECIFICALLY LICENSED.

➤ BUYOUT

AMA RECOMMENDS CLARIFYING MEANING WITH CLIENTS. CAN BE INTERPRETED AS COPYRIGHT ASSIGNMENT OR PERPETUAL LICENSE.

➤ WORK FOR HIRE

SIMILAR TO COPYRIGHT ASSIGNMENT, CLIENT OWNS ALL RIGHTS AND TITLE TO THE IMAGES. WORK MAY BE LICENSED FOR ANY LENGTH OF TIME. IN ADDITION TO IDENTIFYING SPECIFIC DATES OF USE, SOME COMMON DURATION TERMS ARE:

➤ IN PERPETUITY

CLIENT IS GRANTED USE FOR ALL TIME, COPYRIGHT STAYS WITH PHOTOGRAPHER

➤ PERPETUAL LICENSE

CLIENT IS GRANTED USE FOR ALL TIME, COPYRIGHT STAYS WITH PHOTOGRAPHER. ALSO CALLED IN PERPETUITY

TYPES OF RIGHTS TRANSFERS CONT.

➤ UNLIMITED TIME

CLIENT IS GRANTED USE FOR ALL TIME, COPYRIGHT STAYS WITH PHOTOGRAPHER. ALSO CALLED IN PERPETUITY

➤ ONE SEASON

SEASON LENGTH DEPENDS ON THE CATEGORY OF CLIENT. FASHION, CONSUMER, ETC.

➤ SINGLE USE

ONE INSERTION / POST / USE / EVENT, ETC.



ADVERTISING USAGE TERMINOLOGY

Advertising is a broad category. Outlined below are types of media that relate to clients in fashion (seasonal and non-seasonal), beauty (prestige and mass), luxury, consumer and direct-to-consumer markets.



3RD PARTY GRANT OF RIGHTS

ADVERTISERS' ABILITY TO SUBLICENSE OR SHARE IMAGES WITH A 3RD PARTY BRAND (DIGITAL OR PRINTED MEDIA)



ADVERTORIAL

COMMISSIONED BY AN EDITORIAL OUTLET, FUNDED AND BRANDED FOR AN ADVERTISING CLIENT (DIGITAL OR PRINTED MEDIA)



ATL

ANY PAID CONSUMER-FACING USAGE IN ANY FORM



BANNER

ADVERTISEMENTS ON WEBSITES



ADVERTISING USAGE CONT.



BILLBOARD

ADVERTISERS' ABILITY TO SUBLICENSE OR SHARE IMAGES WITH A 3RD PARTY BRAND (DIGITAL OR PRINTED MEDIA)



BROCHURES

BELOW THE LINE ADVERTISING TYPICALLY IN SITUATION OR DIRECT MAIL



BTL

UNPAID USAGE INCLUDING BROCHURES, COLLATERAL, CRM, BRAND'S OWNED WEBSITE, E-COMMERCE, LOOKBOOKS, EMAILS AND SOCIAL MEDIA ACCOUNTS, DIRECT MAIL, INTERNAL USE, AND TRADE SHOW USE



BUS SHELTERS

OUTDOOR ADVERTISING (DIGITAL OR PRINTED MEDIA)



CATALOG

PRINTED USE IN A BRANDED PUBLICATION



CLIENTELING

1:1 SELLING FROM SALES PROFESSIONAL TO CLIENT

ADVERTISING USAGE CONT.



CONNECTED TV

COMMERCIAL USE ON STREAMING SERVICES SUCH AS HULU, PEACOCK, ETC. (SIMILAR TO OTT)



CO-OP ADVERTISING

CO-BRANDED PARTNERSHIPS OR USE BY RETAIL PARTNERS (DIGITAL OR PRINTED MEDIA)



COLLATERAL

BELOW THE LINE POINT OF SALE MARKETING MATERIALS LIKE SAMPLE CARDS, FLYERS, POSTCARDS



COUPONS

VOUCHERS FOR DISCOUNTS ON PRODUCTS OR SERVICES, BELOW THE LINE (DIGITAL OR PRINTED MEDIA)



CRM

CUSTOMER RELATIONSHIP MANAGEMENT. EMAIL AND DIRECT MAIL MARKETING TO EXISTING CUSTOMER BASE (DIGITAL OR PRINTED MEDIA)



CVM

CREATIVE VISUAL MERCHANDISING, AN EXAMPLE MAY BE CASELINES

ADVERTISING USAGE CONT.



DATE OF FIRST INSERTION

DATE THAT TRIGGERS THE START OF A USAGE PERIOD



DIGITAL ARCHIVAL RIGHTS

ALLOWS BRANDS TO KEEP HISTORICAL POSTS ACROSS SOCIAL MEDIA CHANNELS, DOES NOT INCLUDE NEW POSTINGS



DIGITAL ATL

PAID PLACEMENTS ON WEBSITES, E-COMMERCE, LOOKBOOKS, EMAILS, AND SOCIAL MEDIA ACCOUNTS



DIGITAL BTL

BRAND'S OWNED WEBSITE, E-COMMERCE, LOOKBOOKS, EMAILS AND SOCIAL MEDIA ACCOUNTS



DIGITAL MEDIA

ANY DEVICE OR MEDIUM THAT USES DIGITAL SIGNALS TO CONVEY CONTENT: MOBILE (INCLUDING MOBILE APPLICATIONS); INTERACTIVE ONLINE TOOLS; ELECTRONIC BILLBOARDS AND DISPLAYS. PAID AND UNPAID PLACEMENTS ON WEBSITE, E-COMMERCE, LOOKBOOKS, EMAILS & SOCIAL MEDIA ACCOUNTS. MAY NEED FURTHER CLARIFICATION FROM CLIENT.



ADVERTISING USAGE CONT.



DIGITAL USE ORGANIC

BRAND'S OWNED WEBSITE, E-COMMERCE, LOOKBOOKS, EMAILS AND SOCIAL MEDIA ACCOUNTS



DIGITAL USE PAID

PAID PLACEMENTS ON WEBSITE, E-COMMERCE, LOOKBOOKS, EMAILS AND SOCIAL MEDIA ACCOUNTS



DIGITAL USE UNPAID

BRAND'S OWNED WEBSITE, E-COMMERCE, LOOKBOOKS, EMAILS AND SOCIAL MEDIA ACCOUNTS



DIRECT MAIL

BELOW THE LINE PRINTED MARKETING MATERIALS



DISPLAY INSERT

IN STORE IMAGERY AT POINT OF PURCHASE, USUALLY AS A SECONDARY VISUAL



EDITORIAL

USE IN THE BRAND'S PUBLICATION (DIGITAL OR PRINTED MEDIA)



EDM

ELECTRONIC DIRECT MAIL

ADVERTISING USAGE CONT.



ELECTRONIC MEDIA

ANY ELECTRONIC OR TELECOMMUNICATIONS MEDIA, INCLUDING BUT NOT LIMITED TO THE INTERNET, INTERACTIVE SYSTEMS AND MOBILE DEVICES



EMAIL

IMAGERY USED WITHIN EMAIL CAMPAIGNS



EMERGING MEDIA

A CATCHALL TO COVER FORMS OF MEDIA NOT YET DEVELOPED



FOS

FRONT OF STORE



IN STORE

IN STORE IMAGERY AT POINT OF PURCHASE



IN-APP ADVERTISING

IMAGERY USED WITHIN APPS



INDUSTRIAL

INDUSTRIAL ADVERTISING REFERS TO ADVERTISING THAT TARGETS BUSINESSES WHO SEEK PRODUCTS OR SERVICES RELATED TO THE MANUFACTURING INDUSTRY. IT ALSO REFERS TO B2B ADVERTISING IN GENERAL — WHICH MEANS A BUSINESS PROMOTES PRODUCTS OR SERVICES TO ANOTHER BUSINESS.



ADVERTISING USAGE CONT.



INSERT

THE SUPPORTING VISUAL IN AN ADVERTISEMENT, USUALLY SMALLER AND OFTEN INSET ON TO THE MAIN VISUAL (ALSO CALLED SECONDARY VISUAL)



INTERNAL

THE SUPPORTING VISUAL IN AN ADVERTISEMENT, USUALLY SMALLER AND OFTEN INSET ON TO THE MAIN VISUAL (ALSO CALLED SECONDARY VISUAL)



INVITATIONS

SINGLE TIME USE FOR EVENTS (DIGITAL OR PRINTED MEDIA)



LIGHTBOX

IN STORE AND/OR TRAVEL RETAIL POINT OF PURCHASE DISPLAYS



LITERATURE

PRINT ADVERTISING



LIVING ONE SHEET

DIGITAL OUT OF HOME BILLBOARD



MAIN VISUAL

THE PRIMARY OR ONLY VISUAL IN AN ADVERTISEMENT

ADVERTISING USAGE CONT.



MARKETING COLLATERAL

BELOW THE LINE POINT OF SALE MARKETING MATERIALS SUCH AS SAMPLE CARDS, FLYERS, POSTCARDS



NEW MEDIA

A CATCHALL TO COVER FORMS OF MEDIA NOT YET DEVELOPED



OTT

OVER THE TOP, CONTENT STREAMED THROUGH THE INTERNET AND WATCHED ON SMART TVS AND STREAMING DEVICES RATHER THAN THROUGH CABLE OR SATELLITE TV (SIMILAR TO CONNECTED TV)



OUT OF HOME (OOH)

OUTDOOR ADVERTISING (DIGITAL OR PRINTED MEDIA)



PACKAGING

IMAGERY USED ON PRINTED PACKAGING MATERIALS (ON PRIMARY OR SECONDARY COMPONENTS)



PATIENT BROCHURES

BELOW THE LINE ADVERTISING TYPICALLY IN SITUATION OR DIRECT MAIL



POINT OF PURCHASE (POP)

IN STORE IMAGERY AT POINT OF PURCHASE

ADVERTISING USAGE CONT.



POINT OF SALE (POS)

IN STORE IMAGERY AT POINT OF PURCHASE



POSTCARDS

BELOW THE LINE PRINTED MARKETING MATERIALS



POSTERS

OUT OF HOME, ANOTHER FORM OF OUTDOOR ADVERTISING, INCLUDING WHEAT PASTING AND WILD POSTERS



PR

IMAGERY INCLUDED WITH PRESS RELEASE FOR PRODUCT AND/OR SERVICE, SHOULD BE CLARIFIED ON CASE-BY-CASE BASIS WITH CLIENT (DIGITAL OR PRINTED MEDIA)



PRINT

VARIOUS FORMS OF CONSUMER FACING PRINTED MEDIA



QR CODE INITIATIVES

IMAGERY USED WITHIN QR PROMPTED ADVERTISING



RISER CARDS

IN STORE IMAGERY AT POINT OF PURCHASE



ADVERTISING USAGE CONT.



SECONDARY VISUAL

THE SUPPORTING VISUAL IN AN ADVERTISEMENT, USUALLY SMALLER AND OFTEN INSET IN THE MAIN VISUAL (ALSO CALLED INSERT)



SMART AD

ALGORITHM BASED ADVERTISING WHERE THE COST TO ADVERTISE IS BASED ON AD PERFORMANCE



SOCIAL MEDIA

WEBSITES AND DIGITAL APPS THAT CREATE AND SHARE CONTENT FOR SOCIAL NETWORKING



TARGETING & RETARGETING ADS

ADVERTISING BASED ON USERS PERSONAL DATA, ALGORITHM BASED



TRADE ADVERTISING

ALSO KNOWN AS B2B ADVERTISING, WITHIN INDUSTRY COULD INCLUDE TRADE SHOW ADVERTISING, PUBLICATIONS (DIGITAL OR PRINTED MEDIA)



TRADE SHOW

BELOW THE LINE ADVERTISING TYPICALLY AT TRADE SHOWS AND INDUSTRY EVENTS



ADVERTISING USAGE CONT.



TRAVEL RETAIL

IMAGERY USED IN/AT TRAVEL HUBS



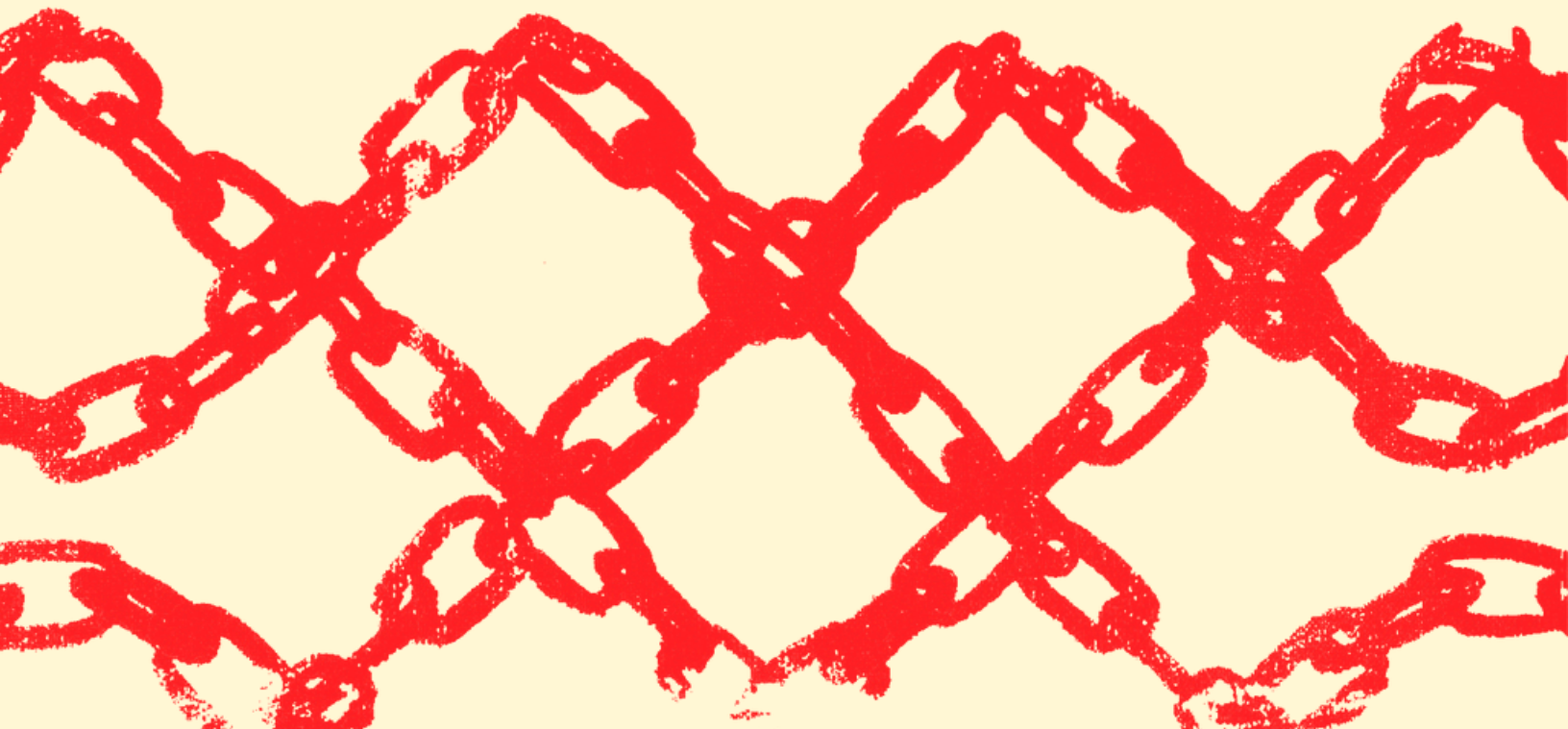
WHEAT PASTING

OUT OF HOME OUTDOOR ADVERTISING
(ALSO CALLED WILD POSTING)



WILD POSTINGS

OUT OF HOME OUTDOOR ADVERTISING (ALSO
CALLED WHEAT PASTING)

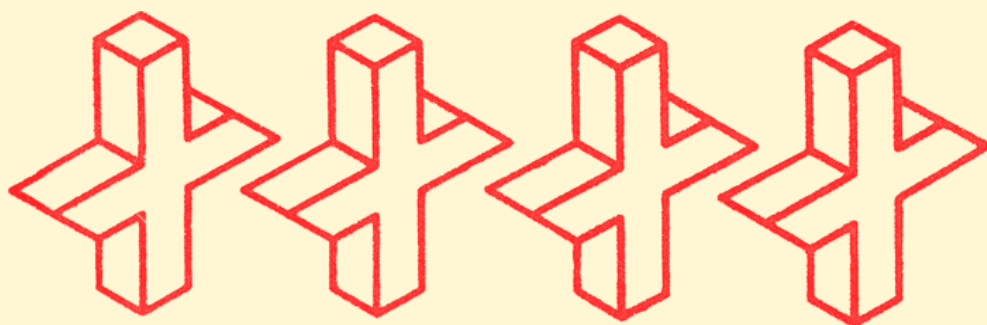


EDITORIAL USAGE TERMINOLOGY

Editorial use applies to work (still or motion) commissioned by a media publication or syndicated by an editorial publication or platform not promoting any particular brand or service. Editorials typically come with specified day rates or all in budgets in exchange for a limited use within the publication and on their owned and operated sites. Editorial contracts vary widely, some apply to specific commissions, others apply to all work for the publisher for any of their titles or sites.

Some considerations around Editorial use:

- Size and reach of publication (daily, weekly, monthly or annual circulation / unique impressions)
- Size or social media following Free or Subscription based Embargo period, Artist credit, Licensing and third party rights



EDITORIAL USAGE CONT.



ADVERTORIAL

COMMISSIONED BY AN EDITORIAL OUTLET, FUNDED AND BRANDED FOR AN ADVERTISING CLIENT



ARCHIVAL

HISTORICAL USE OF THE WORK, TYPICALLY IN ITS ORIGINALLY PUBLISHED CONTEXT



BRANDED CONTENT

COMMISSIONED BY AN EDITORIAL OUTLET, FUNDED AND BRANDED FOR AN ADVERTISING CLIENT



CONSUMER MAGAZINE

PUBLICATION AVAILABLE FOR CONSUMERS



DIGITAL USE ORGANIC

PUBLICATION'S OWNED WEBSITE AND SOCIAL MEDIA ACCOUNTS



DIGITAL USE UNPAID

PUBLICATION'S OWNED WEBSITE AND SOCIAL MEDIA ACCOUNTS



EDITORIAL

USE IN THE COMMISSIONING PUBLICATION

EDITORIAL USAGE CONT.



EMBARGO PERIOD

TIME DURING WHICH THE ASSIGNING OR COMMISSIONING PUBLICATION HAS THE EXCLUSIVE RIGHT TO USE THE WORK



EXCLUSIVE LICENSING PERIOD

TIME DURING WHICH THE ASSIGNING OR COMMISSIONING PUBLICATION HAS THE EXCLUSIVE RIGHT TO USE THE WORK



INITIAL PUBLISHING RIGHTS

FIRST MAGAZINE AND PERIODICAL RIGHT TO PUBLISH THE COMMISSIONED WORK



INTERNAL

NON CONSUMER FACING USE



INTERNATIONAL EDITION

FOREIGN EDITION OF THE ASSIGNING OR COMMISSIONING PUBLICATION



OUTTAKES

UNSELECTED WORK RESULTING FROM THE COMMISSIONED PROJECT



TRADE MAGAZINE

PUBLICATION PROMOTED WITHIN A SPECIFIC INDUSTRY OR TRADE

* ADDITIONAL FEES MAY APPLY

ENTERTAINMENT USAGE TERMINOLOGY

Work commissioned by a film or television studio, network, streaming service, or theatrical group for the purposes of advertising, promotion, and PR. Many commissions in the entertainment industry involve a full copyright transfer, though photographers may retain self-promotion rights.



ANY MEDIA

ANY AND ALL TYPES OF MEDIA



KEY ART

THE SINGULAR, ICONOGRAPHIC IMAGE(S) UPON WHICH A MOVIE'S MARKETING CAMPAIGN IS BUILT (I.E., THE MOVIE POSTER OR OTHER MAIN VISUAL USED ACROSS A VARIETY OF MEDIA TO ADVERTISE A FILM OR TELEVISION SHOW, OR THEATRICAL RELEASE).



LIVING ONE SHEET

A COLLECTION OF SHORT ANIMATED KEY VISUALS THAT ARE USUALLY SHOWN IN CINEMAS, ONLINE OR OOH (SUCH AS A BILLBOARD), USUALLY MADE OF 5-10 SECONDS OF VIDEO MATERIAL.



PR/PUBLICITY/GALLERY SHOOT

STILL PHOTOGRAPHS OF TALENT IN A FILM OR TV PRODUCTION USED FOR PUBLICITY, PRIMARILY IN EDITORIAL TYPE OUTLETS, AS WELL AS IN OTHER RELATED PROMOTION. CAN BE WITH TALENT IN OR OUT OF CHARACTER. USAGE MAY EXCLUDE PAID ADVERTISING.

MUSIC USAGE TERMINOLOGY

Work commissioned by a record label, management company, or musical artist or group, for the purposes of album promotion and PR. Usage may be an exclusive license in perpetuity, worldwide; or a full copyright transfer. Photographers may retain self-promotion rights and the right to negotiate merchandise-for-sale use separately.

Some considerations around Music use:
Reach of musical artist or group and their following, whether they are signed or unsigned to a record label,
Artist credit on Packaging/Artwork and social media postings.



MUSIC USAGE CONT.



ALL RIGHTS

ALL MEDIA AND USES IN PERPETUITY. THIS IS NOT NECESSARILY A COPYRIGHT TRANSFER UNLESS IT'S CALLED OUT AS SUCH.



MERCHANDISE-FOR-SALE

IMAGE USE ON TALENT MERCHANDISE (SHIRTS, BAGS, HATS, POSTERS, ETC.) OFFERED FOR SALE ONLINE, IN STORES, AT CONCERTS, ETC. MERCHANDISE-FOR-SALE IS OFTEN CARVED OUT AS A SEPARATE USAGE.



PACKAGING

STILL PHOTOGRAPHS OR ARTWORK USED ON DIGITAL OR PHYSICAL PRODUCT PACKAGING (COVER OR INTERIOR BOOKLET ARTWORK). INCLUDES THE RIGHT TO USE THESE MATERIALS FOR MARKETING AND PROMOTION.



PR/PUBLICITY

STILL PHOTOGRAPHS OF TALENT USED FOR PUBLICITY, PRIMARILY IN EDITORIAL TYPE OUTLETS. INCLUDES THE RIGHT TO USE THESE MATERIALS FOR MARKETING AND PROMOTION.



THANK YOU!



Portfolio Development and Personal Branding

hpluscreative.com / [@hplus_creative](https://twitter.com/hplus_creative)

HPLUS CREATIVE LLC © 2026