



TO: TRA Action Officers
FROM: Tony DeMarco
RE: Track Photographer Survey Update
DATE: January 30, 2007

A member track has requested the following information regarding track photographers as an update to the survey taken in August 2000. Please complete (or forward to appropriate personnel) and return at your earliest convenience; Fax: 410-398-1366. Thank you in advance for your cooperation.

1. Do you employ a track photographer? YES _____ NO _____

Please explain the financial agreement (i.e. photographer keeps x% of sales; paid a per diem, etc.): Track identifying information will not be cited in compiled results.

2. What is the current rate charged for 8 X 10 original winning circle photos? \$ _____

Other size(s):

3. In addition to standard prints, are digital copies available? YES _____ NO _____

If YES, what is the charge: \$ _____

4. Discounts: Track personnel: YES _____ NO _____

Multiple copies: YES _____ NO _____

5. Are Track Photographer pictures available on the Internet for purchase? YES _____

NO _____

Additional comments:

Contact: _____ Track: _____

TRACK PHOTOGRAPHER UPDATE SURVEY

There were 19 responses to the Track Photographer Survey (46% of the membership)

A majority of racetracks (74%) indicated their track photographer is a contracted service, ranging from the track receiving a percentage of sales to photo services. Four tracks (21%) employee their track photographer, while one track indicated an agreement with the photographer to pay a per race fee.

The average price for an 8X10 photo by the reporting tracks was \$18.22 with a range of \$10-\$27.47. For 11X14s, the average was \$44.86, ranging \$30-\$65. For 16X20s, the average was \$67.37 and ranged \$39.99-100.

Ten tracks (51%) provide digital copies upon request. Prices ranged from \$10-\$150 for an average price of \$42.07.

A majority of tracks (84%) indicated discounts are given to track personnel and for multiple copies.

The question of the availability of photos on the Internet produced a mixed response. Five tracks (26%) currently have photos available on the Internet and another five are planning to have that feature in the future. Eight responses (42%) indicated they do not have that capability.

Individual track responses follow in table format. Track identification is held confidential.

| Track | Track Type (in Daily Ave. Purse) | Photographer | Cost of Photos | Digital Copies, \$ | Discounts | Internet Availability |
|----------|--|--|--|--------------------|---|--------------------------------|
| A | <\$100K | Contracted Service, 15% of horsemen sales | 8X10: \$15.95; 11X14: \$65; 16X20: \$100 | \$25 | Discounts to track personnel and for multiple copies | Yes |
| B | <\$100K | Contracted Service, Photographer %-age of | 8X10: \$21.20; other sizes | No | Discounts for multiple copies | Future availability planned |
| C | <\$100K | Not employed | 8X10: \$17.50 | No | Discounts to track personnel and for multiple copies | No |

| Track | Track Type (in Daily Ave. Purse) | Photographer | Cost of Photos | Digital Copies, \$ | Discounts | Internet Availability |
|----------|--|--|--|--------------------------------|---|--------------------------------|
| D | <\$100K | Photographer pays per race fee | 8X10: \$17.50; 11X14: \$35; 16X20: \$70; 20X24: \$105 | No | Discounts to track personnel and for multiple copies | Future availability planned |
| E | <\$100K | Track Employee | 8X10: \$10 | No | None | No |
| F | \$100K- \$200K | Agreement for services (track photos) | Unknown | Unknown | Unknown | No |
| G | \$100K- \$200K | Contracted Service | 8X10: \$18 | Yes | Discounts to track personnel and for multiple copies | Yes |
| H | \$100K- \$200K | Contracted Service, 5% of sales | 8X10: \$18.99 17X20: \$39.99 | | | |
| I | \$100K- \$200K | Contracted Service, % of sales | 8X10: \$18.99 17X20: \$39.99 | for media purposes, \$18.99 | 10%, personnel; 6 for 5 discount | No |
| J | \$100K- \$200K | Contracted Service, % of sales | 8X10: \$18; 11X14: \$40 | \$18 | Discount for multiple copies | No |
| K | \$100K- \$200K | Track Employee | 8X10: \$15; 11X14: \$30; 16X20: \$60 | \$150 | Discounts to track personnel and for multiple copies | No |
| L | \$100K- \$200K | Track Employee | 8X10: \$15.95; 11X14: \$65; 16X20: \$100 | \$50 | Employee:\$10; 1 Free for 6 | No |
| M | \$200K- \$300K | Contracted Service | 8X10: \$19.50; 11X14: \$40; 16X20: \$60 | Same as prints | Discounts to track personnel and for multiple copies | Future availability planned |
| N | \$200K- \$300K | Contracted Service | 8X10: \$22; 11X14 and larger available | No | Discounts to track personnel and for multiple copies | No |

| Track | Track Type (in Daily Ave. Purse) | Photographer | Cost of Photos | Digital Copies, \$ | Discounts | Internet Availability |
|----------|--|--|---|---|---|--------------------------------|
| O | \$200K- \$300K | Contracted Service | 8X10: \$19.95; 16X20: \$60 | No | Discounts to track personnel and for multiple copies | Yes |
| P | \$200K- \$300K | Contracted Service, 15% of gross sales | 8X10: \$16.95; 11X14: \$39; 16X20: \$79 | Media: Free; Outside Industry/Advertisi | Employees/Grooms: 30%; Multiples: 1 free with 5 | Future availability planned |
| Q | \$200K- \$300K | Track Employee | 8X10: \$19 | \$10 | Discounts to track personnel and for multiple copies | Yes |
| U | >\$400K | Agreement for photos (publicity, groups, stakes | 8x10: \$16; other sizes available | No | Discounts to track personnel only | Yes |
| R | >\$400K | Contracted Service, winner's circle access | 8X10: \$27.47; Other sizes available | \$22.47 | Discounts to track personnel and for multiple copies | Future availability planned |