



2018 RATE CARD

Tom Buchanan photographer/owner
Studio Location: #202 - 434 7th Street South
Lethbridge, AB T1J-4K1
403 634 8801

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Headshots (business, resume)

Basic Headshot **\$169.00**

(individual)

+ GST

- Posed headshot
- Advanced lighting techniques
- White or grey background
- Basic retouch (blemishes, stray hair)
- One final image 2400 x 3000 px
- Studio only
- Digital in JPEG

Studio Headshot **\$249.00**

Full Length

(individual)

+ GST

- Headshot and full length
- Advanced lighting techniques
- White background only
- Full retouch services
- 2 final images 2400 x 3000 px
- Studio only
- Digital in JPEG and TIFF

Location Session:

(individual)

\$349.00

+ GST

- Headshot and full length
- Advanced lighting techniques
- Location setting
- Full retouch services
- 2 final images 2400 x 3000 px
- Digital in JPEG and TIFF

Business Group:

(two to five people)

\$299.00

+GST

- One look
- Flat lighting
- White or grey background
- Basic retouch (blemishes, stray hair)
- One group image 2400 x 3000 px
- Studio or on location (extra charge)
- Digital file in JPEG

Portraiture (couples, family, pet)

Basic Couples Portrait:

\$189.00

+ GST

- One look
- Flat lighting
- White or grey background
- Basic retouch (blemishes, stray hair)
- One final image 2400 x 3000 px
- Studio only
- Digital in JPEG

Deluxe Couples Portrait:

\$399.00

+ GST

- Two looks
- Advanced lighting techniques
- White, grey, textured background
- Full retouch services
- 2 final images 2400 x 3000 px
- Studio or location (extra charge)
- Digital in JPEG and TIFF

Family Portrait:

(up to ten individuals)

\$449.00

+ GST

- One look
- Advanced outdoor lighting techniques
- Full retouch services
- One digital file in JPEG (2400 x 3000 px)
- On location only
- One 24 x 36 stretched canvas print
- Other sizes available

Animal Portrait:

(single pet)

\$149.00

+ GST

- Artificial light with reflectors
- Textured background
- Basic retouch services
- 3 final images 2400 x 3000 px
- Studio or location (extra charge)
- Digital in JPEG

Modelling Portfolio**Simple Headshot
or full length:****\$129.00**

+ GST

- No makeup head and shoulders
- Basic lighting techniques
- On white background only
- Basic retouch services
- 3 final images 2400 x 3000 px
- Studio or location (extra charge)
- Digital in JPEG and TIFF

Comp Session:**\$549.00**

+ GST

- Eight looks
- Advanced lighting techniques
- White, grey, textured background
- Full retouch services
- Hair and makeup artist included
- Studio or location shoot (extra charge)
- Digital JPEG file & camera-ready double-sided comp sheet

Commercial Product Photography**Simple, small
product photo:****\$149.00**

+ GST

- Single product
- Lightbox photograph technique
- Minimal shadow technique
- Full colour on white background
- Colour corrected and retouched
- Studio or location (extra charge)
- Medium resolution digital file

**Complex, on-site
product photo:****\$499.00**

+GST

- Single product
- On-site location lighting
- Full colour
- Colour corrected and retouched
- Location shoot included
- Full resolution digital file
- Logo enhancement

Commercial Photography Sessions Rate: \$150/Hr
 Minimum 2 hours includes all setup and tear down. Images are selectable and priced at \$75 per image from proofs.

Scanning film or prints and restoration

Scanning Film or Print:

\$20.00 each
+GST

- Film or print cleaning and scanning
- Full colour or black and white
- Colour corrected
- Spot removal
- Medium resolution digital file
- 5% Discount on 20+ images

Complex Restorations

**Starts at
\$65.00 ea**
+GST

- Full resolution scanned image
- Full colour or black and white
- Colour corrected and retouched
- Complete dirt & spot removal
- Tear & fold repair and restoration
- Full resolution digital file
- Price depends on damage to the original image and customer needs
- Quoted before work begins

Add On's:

Location shoots: \$150 per location

Travel time: \$1.00/Km

Extra group individuals: \$25/person

Upgrade to full retouch: \$50/image

Full Res TIFF files \$75/image

CD of files: \$10 per file

Archive replacement files: \$55 each

Person removal or addition: \$200 each

Other Photoshop work: \$85/hr min 1hr

Event Photography (awards, parades, parties)

Event Photography

We offer the most comprehensive event coverage program in Southern Alberta

So, what do you get?

- Full coverage that can start at beginning and end at the conclusion of the event or a portion as you desire.
- A complete set of finished digital images for your unlimited use.
- A CD, DVD, Thumb-drive, or electronic transfer of the finished images.
- An hourly price that covers everything including setup, take down and everything in-between capped off with our best finished digital images.
- Complete confidence that all the pictures will be perfectly taken and delivered as promised within a few days.

How much does it cost?

- Our price is based on an hourly rate of \$250 with a minimum of 2 hours that starts from the time we leave the studio to the time we get back if it's within Lethbridge or Coaldale. Mileage outside of those areas is only charged at \$1.00 per kilometre.
- Note: If you require personal headshots or group shots, they are available at \$65.00 per individual at the site but must be prearranged beforehand. This will require on-site studio lighting, backdrops and more extensive post production work back at the studio and is very time consuming.

So, what does that mean?

- It means that if your event lasts two hours it will cost you \$500 and that includes all the finished images in your hands.
- If your event lasts four hours, it will cost \$1,000 complete.
- If you have an event happening in Waterton, for example, and it's going to last for four hours, the cost would be \$1,000 plus mileage of \$200.00 - 100 kms each way. No figuring out which images you have to budget for. You get them all to use as you please.
- Please Note: Venues such as the National Parks charge a fee for the use of the park for special events. It is your responsibility to arrange for that permission several weeks beforehand.

What we do not do.

- Often, we are asked by attendees at an event to take special personal images and send them to them separately. We will not do that during an event as it wouldn't be ethical for us to take time out of the time being paid for by the organizers. We offer our card and ask them to arrange a personal session with us at another time.
- We do not deliver the final images to anyone other than the event organizer when they are ready.
- We do not deliver RAW images under any circumstances. All images delivered will go through our extensive post production process before they are delivered.