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## How Much Does Commercial Photography Cost in 2020?

Commercial photography costs are usually complex. They depend entirely on the scope of work that has to be done. Below I have outlined what to expect in terms of overall costs when a project is commissioned:

### Head and Group Session Packages:

#### **Basic Headshot includes:**

**\$169.00 + GST**

- Posed in studio only
- Advanced studio lighting
- White, grey or black background
- Basic retouch (blemishes, stray hair)
- One final image 2400 x 3000 px digital JPEG

#### **Studio Headshot and Full Length includes:**

**\$249.00 + GST**

- Posed in studio only
- Advanced studio, high key,
- White background lighting (hi res extraction – extra \$75.00)
- Full retouch services
- Two final images 2400 x 3000 px digital JPEG or TIFF

#### **Location Session Individual includes:**

**\$349.00 + GST**

- Headshot and full length
- Advanced lighting techniques
- Location setting (your office, shop, other setting)
- Full retouch services
- Two final images 2400 x 3000 px digital JPEG or TIFF

#### **Business Group (2 – 5 people) includes:**

**\$299.00 + GST**

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

## Commercial Product Photography Packages:

### ***Simple, Small, Single Product includes:***

***\$149.00 + GST***

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

### ***Complex, on-site Product Photo includes:***

***\$499.00 + GST***

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

### **Additions to all Packages:**

Location shoots within region:	\$150.00 per location
Travel time:	\$1.00 per Km
Extra group individuals:	\$25.00 per person
Upgrade to full retouch:	\$50.00 per image
Full res TIFF files:	\$75.00 per image
CD or DVD of files:	\$10.00 per image
Archive replacement files: (7 years)	\$55.00 per file
Person removal or addition:	\$200.00 each
Resizing or cropping files to specific size:	\$50.00 per image
Other Photoshop work:	\$85.00 per hour (min 1 hr)

### **Commercial Quoting Pricing Guidelines:**

Because all commercial projects are complex arrangements which include a defined array of expectations, they are proposed and quoted indicating our scope of work, the products being offered, the expectations of the client and preparations before work can commence. The proposal will also detail our qualifications, insurance requirements, equipment requirements, safety aspects, personnel readiness, if images of people are being photographed, equipment and facility readiness. It will also give estimates as to how much time for each component will be required and includes time from studio to facility and return. It will outline pre and post production costs and the cost for final images being delivered with time of delivery. It will also indicate that a deposit is usually necessary before the project gets underway.

Below is a breakdown of the services we provide and what we charge for them:

- Initial consultation and quote preparation: N/C
- Hourly rate for primary photographer (min 2 hrs): \$150.00 per hour
- Hourly rate for assistant: \$50.00 per hour
- Pre and post production hourly rate: \$85.00 per hour
- Travel time for photographer: \$1.00 per Km
- Travel time for assistant: \$0.50 per Km
- Individual or group studio and location sessions see above
- Each final image in TIFF or JPEG delivered: \$75.00 each
- Alternate image delivery method (CD, DVD) \$10.00 per image

As mentioned above, most commercial photography projects are complex and require a great deal of equipment to light the individual parts of it. This takes both careful planning and time to accomplish. There are many aspects to be considered in every project and we try to cover them all when doing the initial planning. The quote is dependent on understanding the complete project beforehand. One the most frequent things that happen is a delay in having equipment or people ready. If the delay is beyond ½ hour, additional hourly charges will be necessary. In addition, if an anomaly presents itself that changes the scope of the project significantly a requote may be necessary. Therefore, it is crucial that we spend more time in the initial planning phase to make sure we cover it all.

Please feel free to discuss your project ideas with Tom and he will be happy to create a proposal from those discussions and present it for your approval. If you have questions regarding any of the services we provide, don't hesitate to ask.

Tom Buchanan Photographics - 2018