

## Pricing

Lets me be honest... pricing is difficult for me. I enjoy taking photos and charging for taking photos is difficult. However, photography is so much more than "taking photos". So much time is spent in pre and post production and on the necessary equipment. That is really what we have to charge for... More than just the money spent on equipment. It is the time spent educating yourself with new photography and editing techniques, prepping for the shoot, editing the photos. Then pulling that all together and getting a quality product to the client. That is really where 80% of the time is spent. So while we might spend only a few hours together there is another 3-4 times that before and after the shoot.

### Headshots:

#### Commercial or Corporate (Studio)

- **\$150 for 2-look head shot session:** includes 4 high quality edited images (basic edits) available for download
  - "2-look" is taking photos in one outfit and then doing a wardrobe change into your next outfit... aka 2<sup>nd</sup> "look". No makeup change
  - estimated shoot time is 90 minutes
- **\$250 for 4-look headshot session:** includes 6 high quality edited images (basic edits) available for download
  - Hair and makeup can be changed if desired for a 4-look session
  - Estimated shot time is 3 hours

*\* Makeup artist and hair stylist is not included, but can be added for additional charge*

*\* Each "look" is when you change outfits, makeup, or lighting to be different from the previous set.*

*\*\* Additional images available for purchase at \$25 ea.*

#### Beauty and Pageant headshots (Studio)

- **\$250 for 2-look head shot session:** includes 2 high quality edited images (high end retouching)
  - One wardrobe change but hair and makeup stay the same (lite touch up ok)
- **\$400 for 4-look headshot session:** includes 4 high quality edited images (high end retouching)
  - Hair and makeup change as well as wardrobe change(s)

*\* Makeup and hair is not included in pricing, but is HIGHLY ENCOURAGED for beauty shots. Bring your own or I can refer you to a few stylists I use. Client will pay stylist directly.*

*\* Additional retouched images are available for purchase at \$40 ea.*

*\* Beauty shots cost more because they involve significantly more time in post processing (i.e. high end retouching)*

*\* Discount if more than one client at the same shoot (i.e. no travel or set up and tear down of equipment). Discount is based on number of clients.*

### Modeling:

#### Portfolio starter (studio) - \$350

- Headshot and 3 outfit changes for full body and ¾ shots
- 10 edited high quality images available for download
- 3 hours studio time

#### Portfolio starter (location) - \$450 \*for locations in the South Bay

- 3 hours shoot time
- 10 edited high quality images available for download

\* Depending on location there might be an additional charge for photography permits

### **Complete Portfolio - \$800**

- A combination of shooting both in the studio and at a South Bay location.
- 20 edited high quality images available for download

### **Day Rate:**

**Day rate = \$800 for 8 hours**

**Half day rate = \$500 for 4 hours**

- Additional time is \$150 per hour
- Rates assume very minimal post production requirements (i.e. turn over photos at the end of the shoot)
- Contact me to discuss special events (i.e. parades, fund raisers, etc.)

### **Family photos:**

I normally recommend a location shoot for family photo sessions. The location depends on the size of the family, desired aesthetic of the photos, time of year, etc... If you want the traditional posed studio look, I do have a studio that can be used (depending on the size of the family) for the photo shoot.

- \$300 per family
- Includes 20-30 edited high quality images available for download
- Depending on location, permits might be required, or additional travel costs, and those additional cost will be added to the total.