

## 2018 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)**

- **\$200 for 90 minute head shot session:** includes 10 high quality images available for download
  - Images are not edited.... Needless to say they are properly exposed and color corrected, but this doesn't include any digital manipulation i.e. wrinkle removal, teeth whitening, etc.. Edits can be performed upon request for an additional fee of \$25 and image. Please keep in mind while it is possible to digitally manipulate photos I am not going to edit so much that the image doesn't look natural or resemble the subject. People should know its you when they see the picture.
  - Shoot time is 90 minutes from appointment start time... not when the client shows up. If more time is required then pricing is at \$100 an hour (non-prorated) for each additional hour. As in, if appointment start time is 1:00 pm at 2:35 there is an additional charge of \$100 for the next hour and so forth.
  - Typically, a head shoot session will be about 30-60 minutes, but I like to schedule 90 minutes to allow the subject time to get comfortable in front of the camera and relax a bit. Unfortunately, I've learned that I need to put an end time for the session and charge additional if we run over. Everyone's time is valuable, even mine...
  - Makeup artist and hair stylist is not included

#### **Beauty and Pageant headshots (Studio)**

- **\$300 for 2-hour head shot session:** includes 3 high quality edited images (high end retouching)
  - Shoot time is 2-hours from appointment start time... not when the client shows up. If more time is required then pricing is at \$100 an hour (non-prorated) for each additional hour. As in, if appointment start time is 1:00 pm at 3:05 there is an additional charge of \$100 for the next hour and so forth.
  - Additional retouched images are available for purchase at \$50 ea.  
*\* Beauty shots cost more because they involve significantly more time in post processing (i.e. high end retouching)*

*\* 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.*

*\* 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 (in studio, 3 hours) - \$350**

- Headshot and 3 outfit changes for full body and ¾ shots

- 10 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 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 high quality images available for download

**Day Rate:**

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

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

- Additional time is \$100 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 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.