

## Wgphoto Digital Commercial / Advertising Photography Fees

*Typically – Product, brochure, Exhibition, Report & Account, Architectural subjects.*

### **Studio or location**

Day rate - £695.00 ( 7 hours )  
Half day rate - £345.00 ( 3.5 hours )  
Hourly rate £99.00

### **Plus if on Location**

Travel time ( charged on journeys above 2 hours ) - £45.00 per hour

Mileage £0.45p per mile

**First 4 hours travel time free  
if shoot is longer than 3 hours.**

**Note: Digital attracts a post production fee on all work (see below)**

**RAW Digital Image Camera files Colour corrected / Retouched @ £10.00 per file**

'Time' is chargeable in the same way that film required processing and materials.

### **Be realistic**

In lighting and shooting these subjects my skill and care is also tempered by your need for efficiency and budget. Do however recognise that by allowing too little time and attention to be spent on a shoot (in the hope of a cheap job) that this is likely to reflect in the final result.

### **Press PR Shoot**

*Typically – People, personality, awards, achievement, Charity stunts, events.*

**£120.00** Up to 2 hours attendance including selected images on cdrom as hi res TIF files and low res jpg preview files.

**Mileage** £0.45p per mile

### **Digital Manipulation and Photo Composite work**

*Typically – Creative images, ' Arty 'effects, Architectural artist impressions etc*

**Hourly Rate** £99.00 + transfer to cdrom

### **Studio Pack Shots - Web sites**

*Typically – Clean image on plain background ( white) or graduated tint*

**Single pack shot - £45.00 at web resolution ( ie 72dpi)**  
**If a high Res file is required ( 38mb) add £10.00 (ask at time of shoot!)**

**Multiple Shots - Rule of thumb 25 items = £ 17.00 per item**  
**100 items = £ 15.00 per item**  
**500 items = £ 10.50 per item**

If cut out clipping paths are required ask for a quote, but please be honest with your expectations and product descriptions. A translucent white glass vase or reflective silver trophy or even a Voile net curtain have serious implications when shooting and lighting. These take care and skill, a cardboard box and solid product take less.

**\*\*\* Clearly explain and discuss your requirements to avoid misunderstandings \*\*\***

**As sole trader all fees charged without VAT, Immediate Payment at completion, No Credit Terms**

architectural  
pack shots  
location  
lifestyle  
digital

w g photo

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