

## Commercial Photography Price List

A pricing overview for standard services. All projects tailored per client needs and project scopes.

10690 Shadow Wood Dr., No. 102 • Houston, TX 77043 • 281-961-3014 • 713-513-5049 FAX

### Mark Hiebert

Photographer

mhiebert@hiebertphotography.com

281-961-3014 Phone/SMS

- people
- places
- things
- ideas

### Commercial & Editorial Projects

*Standard Studio Rate:* \$260/hour includes one photographer, assistant and digital service fee. Excludes travel, lodging and other expenses. Pricing is based on the factors and needs for each project to provide the production and licensing that fits your needs. *Licensing may be at an additional fee depending on scope and duration of use.*

#### Project Rates

- Project-based, contract-specific pricing.
- Image licensing tailored to the needs of the client and the project.
- Project deliverables provided per client specifications.

#### Day Rates

½ Day Production:	\$1,035
Full-Day Production:	\$2,070
Week (5 Days):	\$8,500
Retainer-based Contracts:	Negotiated

In general, final pricing is determined through a calculation of the creative fee, licensing based on use of delivered photographs, and project-specific expenses. Depending on project specifics, the licensing and expenses may be in addition to Day Rate prices.

### Portraiture

Studio: Starting at \$295	Location: Starting at \$670	Executive Portrait Special		
<b>Leadership Special</b> <ul style="list-style-type: none"> <li>• Studio Production: \$795 w/o MUA; \$1,195 w/MUA</li> <li>• Location Production: \$995 w/o MUA; \$1,575 w/MUA</li> <li>• Retouched group portrait</li> <li>• Individual selections for up to seven individuals</li> </ul>		People In Booking	With MUA	Without MUA
		1 person:	\$315	\$195
		2 to 5 people:	\$265/each	\$150/each
		6 to 9 people:	\$215/each	\$105/each
		10 or more:	\$195/each	\$95/each

### Production Expenses

Location Shoot:	<ul style="list-style-type: none"> <li>• Standard Location Lighting Kit</li> <li>• Complex Location Lighting</li> <li>• Portrait Station (Stand with Paper or Muslin Backdrop)</li> </ul>	\$375 Priced Per Scope \$250/Station
Master File Creation:	1st copy always included. Additional copies:	\$150/Disk
Post-Production:	<ul style="list-style-type: none"> <li>• Digital Service Fee (Typically included in hourly &amp; day rates)</li> <li>• Standard post production rate is:</li> </ul>	\$75/Hour \$125/Hour
Second Assistant:	Skilled Labor for Production (Per Person)	\$359/Day
MUA:	<ul style="list-style-type: none"> <li>• Individual Person</li> <li>• ½ Day Production, On-set</li> <li>• Full Day Production, On-set</li> </ul>	\$125/Head \$600 \$1,100
Hair Stylist:	On-Set Hair Stylist, Full Hair Prep	\$125/Head
Art Direction:	Creative Direction and Set Management	\$1,050/Day
Scouting:	Scouting Production Locations	\$500/Day
Operations:	<ul style="list-style-type: none"> <li>• Project Management</li> <li>• Permit Clearances</li> <li>• Contracts &amp; Talent Agreements</li> <li>• Production Scheduling</li> </ul>	\$100/Hour
Casting:	Talent acquisition for commercial shots	\$175/Hour
Rentals:	Materials and Equipment	Priced to Scope
Set Development:	Development, Build-out & Break-down	Priced to Scope

### Travel and Lodging

Standard charges are calculated as measured from 10690 Shadow Wood Dr., H/T 77043. However, non-standard locations, large-crew production, or locations with higher than normal costs may require additional charges. If 15 miles or less, there is no charge. If more than 15, take total miles times 2 times \$.58. Nights on road are billed at \$250/person. Nights required for specific production elements are billed at \$325/night to cover lodging and food for photographer and assistant.

### Enlargements

Finished Prints & Enlargements			Licensing for Other Commercial Use
Size	Standard	Artist's Prints	
• 3.5x5 inch	\$4	n/a	Standard pricing assumes direct use by client for PR and marketing, one-time editorial use, or strictly personal use. Use in advertising not directly related to the publicity and promotion of the represented individual(s) may require additional licensing; any such fee is calculated based on the scope of the intended use, the duration of use, placement, and prominence of the photograph in relation to the advertising or branding campaign.
• 4x6, 4x5 inch	\$5	\$50	
• 5x7 inch	\$15	\$95	
• 8x10, 8x8 inch	\$40	\$150	
• 10x10 Inch	\$85	\$185	
• 11x14, 12x12 inch	\$95	\$395	
• 16x20, 16x16, 14x14 inch	\$295	\$675	
• 24x30, 24x24 inch	\$595	\$1,425	
• 30x30 Inch	\$795	\$2,200	
• 30x40 Inch	\$895	\$2,700	
Other larger and smaller sizes available per request.			

### Proofs

- 4x6 Inch Proof Prints: \$4/each
- 5x7 Inch Proof Prints: \$5/each
- Contact Sheets: \$15/page
- E-Proofs: Complimentary first set.