

## How I Determined Pricing and Price Schedules

Thank you for taking time to review my pricing pages. To be practical, I have included only the most commonly requested types of photography. In any case, please realize that the prices shown are merely estimates of costs based on my experience and many assumptions on what you may require. Whether or not your project can be neatly pigeon-holed into the categories listed below, please contact me for a detailed estimate of charges.

### IMPORTANT INFORMATION REGARDING PRICING

My price structure is based on a variety of factors, primarily usage and the number of images created. With the exception of one type of photography, I do not embrace the concept of time-based billing. If you'd like to read more detailed information about how I've established my rates, please click <http://www.hkphoto.com/services/faq/pricing-strategy>

The following miscellaneous fees are applicable to all shoots:

- Prep Days billed at 50% of the creative fee
- Travel Days billed at 50% of the creative fee
- Weather Days billed at 100% of the creative fee
- Cancellation 48-72 hours before: 50% of creative fee + relevant expenses
- Cancellation 24-48 hours before: 100% of creative fee + all expenses

Please select the type of photography you require from the list below. Note, however, every shoot is different, and, while these estimates are based upon the most common types of photography requested, please contact me after reviewing these pricing guides so that I may create an estimate for your specific project.

### Estimate for Corporate Photography

Corporate use is defined as: Photographs used in external corporate literature, promotional and sales brochures, catalogs, and annual reports.

Category	Creative Fee, per shot (first / ea. add'l)	Notes
Annual Reports	\$1750/1150	Minimum \$2900
Capabilities Brochure, National	\$1275/850	Minimum \$2175
Sales Brochure, National	\$2050/1350	Minimum \$3400
Sales Sheet, National	\$850/525	Minimum \$1375
Catalog, National	\$325/200	25K to 250K printed

Catalog, Regional	\$175/125	Under 25K printed
Collateral Brochure, National	\$1975/1250	25K to 250K printed
Collateral Brochure, National	\$1475/875	Under 25K printed
Collateral Brochure, Regional	\$1125/725	Per image, under 25K printed
Packaging	\$3425	National, life of package, 2 images
CD Packaging	\$2950	Life of album, 4 images
TV Stills	\$2725	National, five seconds airtime

The rates shown are the "Single Use Fees" for one time use. Expenses including, but not limited to, assistants, film, processing, couriers, travel, models, props, stylists, producers, location scouts or managers, etc. are not included.

### **Licensing Fee Estimate for Web Site Placement**

The rates shown are the fees to license 12 months media usage for a single image used as the main illustration on a corporate web site. Note no creative fee is included and expenses including, but not limited to, assistants, film, processing, couriers, travel, models, props, stylists, producers, location scouts or managers, etc. are not included.

Intended Web Use	Fee
WWW Home Page:	\$1,750
WWW 2nd Level Page:	\$775
WWW 3d Level Page:	\$650
WWW Banner:	\$2,750
WWW Icon or Hot Button:	\$495

### **Executive Portraits for PR Purposes**

Public relations portraits are photographs distributed without charge to publications, to the editorial departments of regularly published magazines, newspapers, newsletters, and the wire services. They are used in unpaid articles about an individual, organization or event. This type of photography is generally widely utilized.

I offer on location portrait for PR purposes.



Description	Creative Fee
First Subject	\$500
Each additional subject	\$300
Digital Post Processing, per select	\$60
Location backdrop: plain white / grey, environmental, and muslin gray paint white.	+\$200 + Transportation
Assistant, Extra Lighting, Travel	Additional

License is granted for 1) submission to wires services, 2) publishing images in newspapers and trade publications, and 3) in-house promotional use and press kits, for a period of one year. Images may be used for mementos, gifts, and other personal use without restriction.

\*Fees listed in the pages is USD not include TAX(0 tax is required for no tax invoice) / Bank Charges, and pay in advanced.