

# Event Rate Card 2023/24

Hi there! Please contact me for a quote/ estimate.

The below are guidelines and quotes are project dependent

## Shoot day rate | £1100

- Includes 300+ individually edited images (project-dependent variation). \*Explanation of image delivery on end slide
- All photography equipment (Does not include specialist equipment - eg Phase one medium format, customised colourama, props etc)
- See below for licensing
- Usually 9-5:00/6:00 shoot time (project/ travel dependant)
- Minimum 1-week turnaround time unless previously agreed. Fast turnaround rates below
- Plus expenses

## Half-day rate | £600

- Includes 150+ individually edited images (project-dependent variation). \*Explanation of image delivery on end slide
- All photography equipment (Apart from specialist rental equipment - eg Phase one medium format, customised colourama, props etc)
- See below for licensing
- 5 hours inc travel (usually around 3/ 3.5 hours shoot time with an hour travel each side),
- Minimum 1-week turnaround time unless previously agreed. Fast turnaround rates below
- Additional started hours up to 6 hours - £85
- Plus expenses

## Additional

- Assistant/ second shooter | £400/ £250
- Weekend rates | Add 25%
- Full gallery fast turnaround when possible within 24hrs/ 48hrs/ 72hrs | £200/£150/ £100
- Initial batch quick turnaround within 24hrs | £100
- Additional editing (on delivered images) | £40 p/h
- Production day rate | £250/ £150
- Recce half day rate | £150

# Licensing

To keep things simple below is a list of what is included/ not included below with the initial fee (ie my day rate plus any additional options). The hope is that clients can use images for everything they need except large paid campaigns which come with an additional cost.

## Included with original fee

### Print

- Press (national and international)
- PR
- Owned Media (pamphlets, leaflets, brochures etc)
- Collateral (business cards, letterheads, visual aids for presentations etc)
- Pitch documents etc
- Point of sale (in house leaflets etc not posters/ wraps)

### Web

- Press (national and international)
- PR
- Owned social pages (instagram/ facebook/ pinterest)
- Website
- Direct mail (email campaigns)

## Not Included (additional cost)

### Print

- Paid Advertising
- Out of Home (posters, panels, wraps etc)
- International Media (advertising in international magazines other than any owned)

### Web

- Web advertising
- Social Media campaigns
- TV advertising

# Image Delivery

## Image delivery

Unless otherwise agreed images will be delivered within a week of the end of the shoot.

Unless otherwise requested images are delivered in the below format. This is the baseline and is adjusted by the project to get the best results.

- 2 x 3 aspect ratio
- 4000 x 2667 px
- 2MB Max
- sRGB