

2009 Price List - Retail Portraiture

Pricing Philosophy

A client hires me to deliver professional images. My job as a creative professional is (1) to understand the client's requirements, (2) to apply my vision, creativity and skills to produce images that meet or exceed the client's requirements, (3) to deliver a finished product with the highest quality to the client's complete satisfaction, and (4) to ensure the client a very positive experience, from beginning to end.

My pricing philosophy is based on the components of my services to the client, as defined above, and it consists of three components:

1. A Creative Fee that covers the time, vision, creativity and skills required to produce the images.
2. Fees for the physical product being delivered, e.g., digital files, prints, canvas, etc.
3. Optional services, such as custom post-processing, expedited service, etc.

Because each client is going to have a different set of requirements for the final product, I always give the client the flexibility to define a package that meets his or her needs precisely. I don't offer predefined packages, as they are usually too restrictive and clients end up paying for services or products they don't need. By having a full array of options available, each client selects and pays only for what he or she needs and nothing more.

Therefore, the pricing for a typical portrait commission consists of three components:

1. Creative Fee
2. Digital or Print Delivery Fees
3. Optional Services Fees

The sections below describe each of these components in more detail.

1. Creative Fee

The Creative Fee includes the time, creativity and skills require to produce the images. The Creative Fee is the same regardless of the number of people to be photographed², and is higher if the images are to be produced on a location of the client's choice. The "My Studio" fee assumes the session takes place at my studio in Plano, TX. Sessions can be of different duration, either on location or in the studio. The time allocated for each session includes time from beginning of the shoot to the end, and not travel or setup time in the case of a location session.

The Creative Fee does not include the right to use the proofs for any purpose other than the selection of digital or printed images to be delivered. Think of the Creative Fee as the raw effort require to produce the images, but not the images themselves.

The Creative Fee is time and location based, as indicated below:

Creative fees	Client chooses location, indoors or outdoors	My studio	Approximate number of frames produced
Base session (1 hour)	\$250 ¹	\$200	50
Extended session (2.5 hours)	\$500 ¹	\$400	100
Half-day session (4 hours)	\$850 ¹	\$700	200
Portfolio session (8 hours)	\$1,400 ¹	\$1,200	400

1. Location fees include travel up to 25 miles from studio. Locations outside this range require additional travel fees .
2. Photographing groups of more than 6 people requires an additional fee of 5% for each additional person.

The Creative Fee includes delivery of a set of proofs from the session. These proofs allow the client to select the final images to be post-processed and delivered in digital or printed form. The proofs are delivered in the form of one or more "contact sheets" that the client can print for the purposes of reviewing and deciding on the specific images to be processed and delivered as part of the final product. The online proofs are available one week after the session.

A location-based session does not mean that the portraits will be taken with available light. I carry a portable studio with me which I can use anywhere, even if no A/C power is available. The quality of the images will be professional regardless of the location where they are created.

2. Digital and printed image delivery

Images can be delivered either as digital files, prints, or both. Digital files can be of low (for email and web sites), medium (for prints up to 4x6) or high resolution (for large prints , 12 megapixel or higher). Prints can be of sizes ranging from 5x7 all the way up to 20x30 in, in a variety of finishes and mounting options.

The prices below are for digital files, delivered via download from my website. Check the Optional Services for optional CD and DVD delivery.

Resolution	Low (1064x708)	Medium (2128x1416)	High (4256x2832)
Color images, color corrected and ready to be printed ¹	\$5 each	\$10 each	\$20 each
Black and white images (including silver gelatin, platinum or sepia toning)	\$5 each	\$10 each	\$20 each
16-bit TIFF or DNG files			\$30 each

1. Files are delivered as JPEG files, sRGB color space, highest quality.

Check the Optional Services section for information on delivery of digital files with a custom aspect ratio .

Prints

A large selection of print sizes and finishes is available. An image may need to be cropped from the original digital format in order to be printed at certain sizes. Cropping for optional results is included in the price of the print. All portraits are printed borderless on high-quality archival paper or canvas. Several options can be selected for each print, as listed below. Custom sizes as well as press print books can be also available.

Size	Standard (1)	Premium (2)	Premium Mounted (3)	Canvas (4)
Wallet prints	n.a.	\$20 for set of 8	n.a.	n.a.
5x7	\$8	\$15	\$25	n.a.
5x7 card (x25)	\$125	n.a.	n.a.	n.a.
8x10	\$12	\$20	\$30	\$150
9x12	\$16	\$30	\$40	\$200
11x14	\$20	\$35	\$50	\$250
16x20	\$30	\$50	\$75	\$300
20x30	\$50	\$100	\$140	\$400
24x30	n.a.	\$150	\$300	\$450
30x40	n.a.	\$275	\$400	\$600

Notes on print prices:

- (1) Standard prints are made on Lustre or Glossy Fuji Crystal archival paper.
- (2) Premium prints are made on Kodak Professional paper, with a choice of Lustre, Glossy or Metallic paper. Prints are created with printers that expose light sensitive paper that is then run through a chemical process. These are real photographs, not inkjet prints.
- (3) Premium prints can be mounted on matboard or styrene board. Matboard is heavyweight, dry mount board for sizes up to 16x20. Styrene board is a white plastic mounting board 2mm thick, used for prints larger than 16x20.
- (4) A traditional canvas stretcher frame mounting to provide the highest quality available for those special, high-end prints.

Other print sizes are available, as well as bound books. Please let me know your unique needs and I will discuss pricing options with you.

Optional Services

The services described in this section are optional and can be added at the client's discretion. Optional services are divided into three groups, Session Services, Post-Processing Services and Delivery Services.

Session Services

Service	Pricing	Comment
Groups of more than 6 people	5% additional Creative Fee per person up to 10 people.	Photographing large groups is complex. Extended Sessions are recommended for best results.
Groups of more than 10 people	2x Creative Fee & minimum Extended Session	Very large groups demand additional lighting equipment and assistant.
Travel fee for locations > 25 miles from 75025 zipcode	\$1 per mile	
Make-up and/or hair stylist artist service	\$100/hour each stylist - discounts for longer sessions	Client can provide his or her own makeup artist as well.

Post-Processing Services

Custom cropping images to client's specification	\$1 per image	Allows a client licensing digital images to prepare them to be printed at certain size.
Beauty/Glamour post-processing service	\$20 per image	Includes removal of blemishes, skin smoothing, application of digital makeup, glamour filters
Online gallery hosted at photographer's website for a year	\$30	Includes up to 30 images selected by the customer, several styles to choose from.
Online gallery to be hosted by client	\$30	Includes up to 30 images selected by the customer, several styles to choose from. Delivered online.

Delivery Services

Expedited processing - images available within 48 hours of placing the order	%10 of total Digital or Print Delivery cost	Normal processing time once client makes selection is 2 weeks
CD or DVD delivery via First Class US Post Mail	\$20	Images in JPEG format
DVD with slideshow and music	\$50	Up to 30 images can be included, with music to be selected by client
High Definition Blu-Ray DVD with slideshow and music	\$150	Up to 100 images can be included, with music to be selected by client
Next-day expedited CD or DVD delivery	\$20	

Contract and Payment information

Upon booking the photographer's services, the client signs a contract that specifies the work to be done by the photographer, and agrees with the Terms and Conditions specified in the contract. The client pays a non-refundable deposit of 100% of the Creative Fee at the time of booking. Upon selection of images and optional services, the client signs an updated contract with the remaining balance. The remaining balance is to be paid when the client places the order for digital images and/or prints. Delivery of the images normally takes two weeks after the order is placed, unless an expedited option is chosen. Cash, personal checks, money orders or Paypal are accepted.

Rescheduling and cancellations

If the Client needs to reschedule or cancel a session, a 24-hour notice is required. If no notice is given, or if it's given less than 24 hours in advance, the Client will forfeit any payments made at the time of booking. If the Client cancels the session, any paid fees will be credited to the Client's account to schedule another appointment within 6 months of the originally scheduled date. Creative Fees are non-refundable if the session does not take place, and will be forfeited if the session is not rescheduled within 6 months of the original session date.

Satisfaction Guarantee

If the client is not completely satisfied with the images I will reshoot the portraits at no extra charge and will do my best to fully satisfy the client. I will refund 100% of the money paid, including the deposit, if the client is not satisfied with my work even after reshooting and reprinting.

Terms and Conditions

The client is bound by the Terms and Conditions included in the contract provided upon booking a session. Paying a deposit for a booking assumes acceptance of the Terms and Conditions below.

Terms and Conditions

Copyright. The Photographer shall own the copyright on all images created and shall have the exclusive rights to make reproductions. The Photographer shall only make reproductions for the Client or for the Photographer's portfolio, samples, self-promotions and advertising, entry in photographic contests or art exhibitions, editorial use, or for display within or outside of the Photographer's studio. If the Photographer desires to make other uses, the Photographer shall not do so without the written permission of the Client.

Proofs. Digital proofs delivered by the photographers for the purposes of image selection cannot be used by the Client for any other purpose.

Client's License to Use. The Client may use digital or printed versions of the images produced by the Photographer for personal, non-commercial use. The client is allowed to make prints from digital images provided by the Photographer, as well as backup copies of such digital images. Digital images may not be modified other than cropping them in preparation for printing. Printed images cannot be scanned to create a digital file from a print. If the Client desires to make commercial use of an image, the Photographer may grant a commercial license upon payment of fees.

Alterations. Client may not make or permit any alterations, including but not limited to additions, subtractions, or adaptations in respect of the Images, alone or with any other material, including making digital scans unless specifically permitted on the reverse side, except that cropping and alterations of contrast, brightness, and color balance, consistent with reproduction needs may be made.

Rescheduling and cancellations. If the Client needs to reschedule or cancel a session, a 24-hour notice is required. If no notice is given, or if it's given less than 24 hours in advance, the Client will forfeit any payments made at the time of booking. If the Client cancels the session, any paid fees will be credited to the Client's account to schedule another appointment within 6 months of the originally scheduled date. Creative Fees are non-refundable if the session does not take place, and will be forfeited if the session is not rescheduled within 6 months of the original session date.

Satisfaction Guarantee. If Client or Photographer is not completely satisfied with the work performed by the Photographer, prior to ordering the final images, the Client may request another shoot at no additional charge, or the Photographer will refund the Creative Fee. If the Client is not satisfied with the quality of the final digital files or printed photos, the photographer will reprocess and/or reprint the images at no extra charge, or refund payment.

Limited Liability. If the Photographer cannot perform this Agreement due to a fire or other casualty, strike, act of God or other cause beyond the control of the parties involved, or due to illness of Photographer, then any unused deposit will be returned to the Client but shall have no further liability with respect to the Agreement. If the Client wishes, another sitting can be scheduled. This limitation on liability shall also apply in the event that photographic materials are damaged in processing, lost through camera malfunction, lost in the mail, or otherwise lost or damaged without fault on the part of the Photographer. In such cases of outside circumstances, the Photographer is not liable.

Pricing. The charges in this Agreement are based upon the Photographer's Standard Price List. This price list is adjusted periodically and future orders shall be charged at the prices in effect at the time the order is placed.

Miscellaneous. This Agreement incorporates the entire understanding of the parties. Any modifications of this agreement must be in writing and signed by both parties. Any waiver of a breach or default hereunder shall not be deemed a waiver of a subsequent breach or default of either the same provision or any other provision of this Agreement. The laws of the State of Texas shall govern this Agreement.