



## **Photographic Services**

### **Corporate Communication & PR / Product & Food /Architectural Photography**

*Half day: \$900 (4.5 hours); Full day: \$1,600 (8 hours); +\$100 per hour, prorated, for every hour over eight hours*

Services included: Print and/or web-ready images; approximate quantity to be agreed upon in advance. These prices include a license for the use agreed. Includes basic retouching services and minor color corrections and effects. Extensive retouching and digital compositing services are available at a rate of \$50 per hour. Shoots that require specialized location work (including location procurement and scouting) will accrue additional costs to be agreed upon in advance. Vehicle photographs and other large products will be billed at the full day rate, plus any additional hours over 8 hours as needed. It is the clients' responsibility to deliver vehicles or other large products to a pre-arranged location for shooting.

Photos will be delivered via a secure Dropbox folder link and permanently archived on our servers.

### **Residential Real Estate Photography**

*Fee based on listing price x .0004 (\$400 per million) with a minimum fee of \$200*

Services included: Up to 25 print and web-ready images. Minor staging of the home, if needed\*. Home will be properly lighted to balance interior and exterior views as much as possible, depending on view. All images will be color and perspective corrected. Additional visits for sunset/sunrise views or additional time of day for exterior images are \$50 - \$150 per visit, depending on location of the property.

\*Home staging does not include providing home furnishings or accessories of any kind. It does include prepping each room to look its best, including moving furniture and removal or arranging of personal items. The home will be returned to its original configuration at the end of the shoot. Cleaning the home before shoot is the responsibility of the agent and / or homeowner. Windows must be clean, streak and spot free.

## **Portraits: Individual Headshots / Corporate / Family**

*Two hours: \$400; One hour: \$200; + \$150 per hour, prorated, for every hour over two hours*

Services included: Up to 12 print and web-ready images, shot on location, using natural and/or artificial light. Includes basic retouching services and blemish removal. Extensive retouching and digital compositing services are available at a rate of \$50 per hour. Shoots that require specialized location work (including location procurement and scouting) will accrue additional costs to be agreed upon in advance.

Photos will be delivered via a secure Dropbox folder link and permanently archived on our servers.

## **Travel Expenses**

Mileage is not charged for shoots within 20 miles of our La Mesa location. Any mileage in excess of this will be billed at \$0.50 per mile, roundtrip from our La Mesa location. For shoots requiring air travel, coach airfare, hotel accommodations, and equipment shipping costs, if applicable, will be billed to the client at cost. Meals, unless requested by client for professional reasons, will be at our own expense.

## **Additional Equipment Rental & Personnel Requirements**

We stock equipment to cover 90 percent of the work we do—DSLRs with a full complement of high-quality lenses, both single and multiple-head portable studio lighting systems, light modifiers, reflectors, and backdrops. Occasionally, specialty equipment is required to produce the images desired by a client. Any rental charges for additional or specialty equipment, or for the rental of a studio space to accommodate vehicles or other large products, will be discussed and agreed upon prior to passing those charges along to the client at cost. Out-of-town shoots may require lighting or other equipment to be rented at the destination. When this is the case, these equipment rental expenses will be billed to the client at cost.

The above-listed rates include a principal photographer and one assistant, if needed. If more personnel are required to meet the clients' needs in the time allotted for the shoot, these assistants will be hired at the prevailing minimum wage rate and billed to the client at cost.

## **General Information**

At *PyroCat Photo/Graphic*, we believe that our job is more than just "taking photos of things." *Photography is a means to connect people with an idea.* When you hire us, we will engage with you in a creative collaboration to clarify what ideas you are trying to connect your audience to and how best to do that in images. We promise to be on time, to dress and conduct ourselves in a professional manner, and produce quality work, on deadline. We carry our own professional liability insurance. The services and rates listed here are guidelines; we can create custom shoot and billing packages to meet most needs. Please let us know your requirements.