

Photography Investment

Licensing of Existing Images:

- **Small Reach** (small business website, single use online, commercial rate): \$100 per image, discounts given for 3+ images
- **Large Reach** (large company paid advertisements, landing page banner, etc.): \$150 per image

Event Coverage Investment:

(One Photographer)

- \$350 for the first hour, \$150 per hour thereafter
- Non-refundable Deposit of \$150 to Book (deducted from total)
- Travel Expenses
- Main Event/Walk-around coverage
- Includes Group Photo(s)
- Gallery of Edited Final Images, Commercial Use License
- Mini Gallery (5-10 images) within 24 hours of Event ending
- Rest of Final Edited images ready in under a week
- Print License +\$50 per Image/Publication

Please email
heathercarterphotos@gmail.com for more
info.

Commercial Photography

CODB (Base Cost): \$250-450 -includes the first hour.

Creative/Hourly Fee: \$125-175/hr

1/2 Day Rate (4 hours): \$800

Day Rate (8 hours): \$1475

Travel Expenses: (if more than 50 miles RT) .55/mile

Commercial Use Licenses vary based on usage

Model Expenses Vary

Print License: \$50 per image



Any online transaction fees (Paypal, Quickbooks, etc.) will be passed through to the Client. All prices are subject to WA State Sales Tax.

FAQ's

1. **What constitutes the cheaper end of the fees?** *If your business only has one member, has started within the past year, and marketing budgets are slim, I will likely quote you on the cheaper end of the spectrum! You shouldn't have to pay Corporate prices if you're a grassroots company! Any additional (or lack of) pre or post production time is factored in as well.*
2. **How many different types of Commercial Use Licenses are there?** *Based on how big the reach (6-month commercial campaign, 10 billboards etc.) is and what the usage (single use online, unlimited print, Exclusive etc.) needs are, there are a lot of options. I try to find out exactly what your NEEDS are. This helps to get you the best possible price that I can give you, while maximizing your value.*
3. **Exactly what makes up any given estimate?** *My estimates are based on 5 factors:*
 - a. Who the Company/Individual is
 - b. Reach of the Media
 - c. The Usage
 - d. Duration of License (1 year to Perpetuity and in-between)
 - e. What it costs me to produce the Media (day/hourly rate + expenses)
4. **How long do I have to pay you?** *A deposit will be required to book, then the remaining balance is due anytime before the release of final images. I will not release any images or licensing to you until the full balance of the invoice has been paid.*
5. **What if we need models? Do you source them or are we responsible?** *If you have people in the area that you want to send my way (on your expense), that is great. Otherwise, I can source some models and will bill you at an agreed upon rate for them.*