

# Commercial Photography Price List

*January 2011 ~ This price list supersedes all previous versions*

## Rates for Commercial Photography *(Non-advertising)*

*For a detailed project quotation, please call or email me.*

*The pricing below will help you establish the outline cost for your brief.*

I work to half or full day rates, dependent on the scale of job, location and production requirements. On average my commercial rates are:

£300 per half day (+ expenses)

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£500 per full day (+ expenses)

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Rates will vary for projects that cover longer time frames.

First hour ~ £150

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Hourly rate ~ £50

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Per half day (up to 4 hours) ~ £300

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Per Day (up to 10 hours) ~ £500

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Assistant (only if required) ~ £150 per day

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(An image 'usage fee' may be charged on top where images are required for advertising and promotional purposes)

*Prices include photography, editing, general retouching and colour enhancement, for work carried out during standard office hours. For large commercial projects please contact me for a more accurate quotation.*

# Expenses

**I am happy to work on location in the UK and abroad subject to mutually agreed accomodation and travel arrangements. UK Travel ~ 45p per mile.**

Models / studio hire / make-up / assistant /props, etc – charged at cost and may be required in advance, depending on scale of shoot. Specialist equipment / camera hire will be charged in addition to the above if required for a particular shoot. Elaborate retouching will be charged by the hour if necessary to complete brief @ £60 per hour

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# Formats & Delivery

I use professional-quality nikon camera equipment and lenses and Apple Macintosh computers for post-processing. If larger formats are required, this can be organised. Images can be delivered on-line via a secure server or on DVD and come with an agreement to use the images, with no individual licensing fees. Images may be used in UK marketing and promotional material commissioned by your company. This allows you to use the images on your website, brochures and other UK promotional material on a perpetual basis without additional cost

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# General Terms

Copyright of all images remains the property of Andrew Florides Photography unless otherwise arranged. Fees for advertising and similar promotional image use may be considerably higher than the daily rate quoted above, depending on the scale of the campaign and where and how the images will be used.

*Payment terms ~ Strictly 14 days from date of invoice.*



ANDREW FLORIDES PHOTOGRAPHER

The Tower House, 39 New Market, Beccles, Suffolk NR34 9HE

Tel: 07710 496070 Email: [info@andrewflorides.co.uk](mailto:info@andrewflorides.co.uk)