## Product Photography Information & Pricing











# The Process

### Step 1:

Choose your package that is best suited to you.

- 15 images
- 30 images
- 60 images
- 3 Monthly subscription photography packages

## Step 2:

This is where we discuss all things about your brand and the desired outcome. You'll be added to my client system where I'll provide a questionnaire which helps me to better understand what you are wanting. A face to face meeting over coffee may be required to chat further about your needs.

## Step 3:

After the questionnaire and the 1:1, you'll receive a quote and/or invoice via the client system/email. A deposit is required at this point for the creative process to begin. Please note: No final files are provided until the invoice has been paid in full.

## Step 4:

I plan the shoot. A full shoot plan including style direction and photo concepts will be sent for your approval.

## Step 5:

It is now time to send the products to my studio to let the magic happen! Once the products arrive I will let you know and give an update as to a approximate delivery date. Products may be used/opened during the photography process to better show the internal contents. Please advise if any should remain sealed.

## Step 6:

The shooting process begins which, depending on the scope of work and how many photos, may be over a day or a few days. I tend to shoot content over a few days to ensure it is to the highest standard without feeling limited for time. Where possible, updates will be provided throughout, I do like to post behind the scenes footage from the shoots, so please let me know if this can not be posted within this time due to products launching etc.

## Step 7:

Once the shoot and all editing has been completed, I will send over a gallery link of all the photos for you to view. Once the final payment has been processed, you will be able to download and use your chosen files.

## *Step* 8:

Once everything is finalised, I will send back the products )unless you are wanting content in the future). Please note, I do not cover the cost of shipping. Please include a return postage bag or the cost of the return.

*If you are more than happy to forgo a return or forfeit any products (particularly those that have been opened), please let me know in advance.* 

# Branded

One off sessions with no lock-in commitment.

## starter

Perfect for businesses needing a refresh or just starting and are after content for website, social media and ads.

## What is included:

- 15 images •
- Styled to suit your business •
- Editing •
- Delivered digitally online
- Commercial Usage Licence •

### Investment: \$880

*mid-weight* Ideal for brands needing more content for social media and marketing.

## What is included:

- 30 images
- Styled using props and backgrounds to suit your business
- Editing •
- Delivered digitally online
- Commercial Usage Licence

### Investment: \$1250

**fully loaded** Ideal for brands that use a lot of content across multiple social channels.

## What is included:

- 60 images
- Styled using props and backgrounds to suit your • business
- Editing .
- Delivered digitally online
- Commercial Usage Licence

Investment: \$1950

# Monthly Content

Struggling to have on brand images of your products reguarly? The monthly package is perfect for you. You will recieve gorgeous images of your products each month in order to keep your socials up to date with gorgeous content!

## What is included

- Questionnaire provided in order to assist in the brief & an optional meeting to further discuss
- Chosen amount of images per month
- Styled using props Please note that if props are required which I do not have (e.g. fruits, flowers etc.) a prop fee will be added.
- Editing to suit your business aesthetic
- Delivered via an online gallery

## Cost

Minimum	of	three	month	plan
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10 images:	AUD\$440 per month
15 images:	AUD\$630 per month
30 images:	AUD\$800 per month

A monthly payment plan (paid prior to each session). Travel, postage & location fees not included. Additional images can be purchased.



# Payment Plans



### **Payment Plans**

This requires a \$250 deposit to secure your spot within my schedule and to begin work. Please note the deposit is non-refundable. For larger packages a custom payment plan can be created (for example 4 payments of \$300) You will not receive the final images until the remaining payment has been made.

## Additional Prop + Travel Fees

A prop fee will be added to the total amount for the images if I do not have the props you require for the shoot. This can include particular background colours, flowers, fruit, material etc.

Custom travel fees will be based on individual requirements for a particular job.

# Deep Etching

Deep-etching is a graphic design term used to describe the process of removing a specific section of a photograph or image from its background so that it stands alone. This means that you can use just that part in a different way or on a different background & its a great option to have when using your images online & in print.

Final images are provided as background free, png files.

### Cost

Minimum cost

1-9 images:	AUD\$6.50 per img
10-19 images:	AUD\$5.00 per img
20-29 images:	AUD\$4.50 per img
30 images:	AUD\$3.50 per img

Turnaround time is roughly 48 hours when photos are required outside of the original product photography contract. Express Delivery Options are available with an additional fee, see the next page for details.



# In a hurry?



Do you have a tight deadline? Are you launching a new product? Don't worry I am here to help! I now have an expedite option on every single project in order for you to get your photos on time before your launch or deadline.

Please note that expedite fees are not included in the package fees and are an additional cost. The fee is added due to working over time, on evenings and weekends to complete the work. The expedite fees are seen below and that cost will be added to the original package cost you have chosen.

1 Image + \$200

20 Images

+ \$800

10 Images

+ \$400

30 Images + \$1000

# Work with me!

## Email hello@earthwalkphotography.com.au

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