

Headshot Pricing

V23.3

Effective 3/1/2023

Contents

RETAIL Home Studio Individual Headshots.....	1
LEGACY Home Studio Individual Headshots	1
RETAIL On Location Individual Headshots	2
LEGACY On Location Individual Headshots.....	3
Company Business Headshot Portraits Standard Photographic Background QUICK SESSION PREPAY BLOCK.....	4
Volume Business Headshot Portraits.....	5
Personal Branding Sessions.....	6
On-Location Executive Portrait Session	7

Version 23.2 / 23.3

- Formatting
- Revised Pricing
- Correct consistency mistakes
- Added "Legacy" on-location

Version 23.1

- New version number
- Eliminate separate pricing for BG replacement.
- Price Increases
- Change "minimum" to "up to for Personal Branding

Version 8.5

- Legacy Client day rate adjustments.
- Discount blocks for Legacy pre-pays

Version 8

- Separate pages for Home Studio vs. On-Location
- On-Location Classic - \$XXX for 1st person and \$XXX per person after 1st
- On-Location BG Replacement - \$XXX for 1st person. \$XXX per person after 1st
- Clarify travel costs
- Remove small session fee

RETAIL Home Studio Individual Headshots

Classic Background and Background Replacement

For the small business owner, your image is the face of your business. Your professional headshot that appears on marketing collateral, store signage, speaker biographies, and social media sites can build confidence, trust, and interest in doing business with you. Don't rely on a quick "selfie" photo when you really need your portrait to set you apart from your competition. Background Extraction or Classic Background.

Retail Quick	Retail Image	Retail Max
Up to a 15-minute session. One look*. One high-resolution images selected by subject and finished with natural, believable retouching.	Up to a 45-minute session. One or two looks*. Four high-resolution digital images selected by subject and finished with natural, believable retouching.	Up to a sixty-minute session. Up to five looks*. Up to of 15 high-resolution digital images selected by subject and finished with natural, believable retouching.
Investment	Investment	Investment
\$XXX per person	\$XXX per person	\$XXX per person

LEGACY Home Studio Individual Headshots

Legacy Quick	Legacy Image	Legacy Max
Up to a 15-minute session. One look*. One high-resolution images selected by subject and finished with natural, believable retouching.	Up to a 45-minute session. One or two looks*. Four high-resolution digital images selected by subject and finished with natural, believable retouching.	Up to a sixty-minute session. Up to five looks*. Up to of 15 high-resolution digital images selected by subject and finished with natural, believable retouching.
Investment	Investment	Investment
\$XXX per person	\$XXX per person	\$XXX per person

Better per-subject prices may be available with the Prepay Block or Volume Headshot Business Portrait services

*A "look" is a subject's hair/clothing combination

- Image(s) are selected by client at time of portrait session
- Digital images delivered to client on via Dropbox or similar file delivery service.
- Additional images for each subject just \$XX – (\$XX Legacy) each when selected at photo session.
- Hair & Makeup Artist available for an additional fee

Team / Group Portraits

Group and team portraits are available at the same time individual headshot portraits are created.

Team / Group Portrait – At least 50% of all subjects in Team/Group Portrait also receiving headshot portraits	Team / Group Portrait – Fewer than 50% of all subjects in Team/Group Portrait also receiving headshot portraits
Investment = No charge	Investment = \$XXX

RETAIL On Location Individual Headshots

We come to you! For the small business owner, your image is the face of your business. Your professional headshot that appears on marketing collateral, store signage, speaker biographies, and social media sites can build confidence, trust, and interest in doing business with you. Don't rely on a quick "selfie" photo when you really need your portrait to set you apart from your competition. Background Extraction or Classic Background.

Quick		Image	
Up to a ten-minute session per person. One look*. One high-resolution images selected by subject and finished with natural, believable retouching.		Up to a 30-minute session per person. One or two looks*. Four high-resolution digital images selected by subject and finished with natural, believable retouching.	
Investment		Investment	
Per Subject	First person \$XXX	First Person \$XXX	Each additional subject \$XXX
	Each additional subject \$XXX per person	Each additional subject \$XXX per person	
Commercial Rate	Half-14+ 6 subj/hr 24 Subjects/half day \$X,XXX	2 subj/hr 8 Subjects/half day Half Day - \$ X,XXX	
	Full-23+ 6 subj/hr 48 Subjects/day \$X,XXX	2 subj/hr 16 Subjects/day Full Day - \$ X,XXX	
<p>*A "look" is a subject's hair/clothing combination</p> <ul style="list-style-type: none"> • On-Location session fees includes a minimum 45-minute setup and 30-minute pack up time (depending on location(s) selected) included in the fees plus travel up to 25 miles around Central Ohio. Additional travel time billed according to distance. • Image(s) selected by subject at time of session. • Digital images delivered to client on via email, Dropbox, or similar file delivery service. • Additional images for each subject just \$XX each when selected at photo session. • Hair & Makeup Artist available for an additional fee 			
Better per-subject prices may be available with the Prepay Block or Volume Headshot Business Portrait services			

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Group and team portraits are available at the same time individual headshot portraits are created.

Team / Group Portrait – At least 50% of all subjects in Team/Group Portrait also receiving headshot portraits	Team / Group Portrait – Fewer than 50% of all subjects in Team/Group Portrait also receiving headshot portraits
Investment = No charge	Investment = \$XXX

LEGACY On Location Individual Headshots

We come to you! For the small business owner, your image is the face of your business. Your professional headshot that appears on marketing collateral, store signage, speaker biographies, and social media sites can build confidence, trust, and interest in doing business with you. Don't rely on a quick "selfie" photo when you really need your portrait to set you apart from your competition. Background Extraction or Classic Background.

Quick		Image
Up to a ten-minute session per person. One look*. One high-resolution images selected by subject and finished with natural, believable retouching.		Up to a 30-minute session per person. One or two looks*. Four high-resolution digital images selected by subject and finished with natural, believable retouching.
Investment		Investment
Per Subject	First person \$XXX	First Person \$XXX
	Each additional subject \$XXX per person	Each additional subject \$XXX per person
Commercial Rate	Half-14+	6 subj/hr 24 Subjects/half day \$ X,XXX
	Full-23+	2 subj/hr 8 Subjects/half day Half Day - \$ X,XXX
Commercial Rate	Half-14+	6 subj/hr 48 Subjects/day \$ X,XXX
	Full-23+	2 subj/hr 16 Subjects/day Full Day - \$ X,XXX
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Better per-subject prices may be available with the Prepay Block or Volume Headshot Business Portrait services		

Team / Group Portraits

Group and team portraits are available at the same time individual headshot portraits are created.	
Team / Group Portrait – At least 50% of all subjects in Team/Group Portrait also receiving headshot portraits	Team / Group Portrait – Fewer than 50% of all subjects in Team/Group Portrait also receiving headshot portraits
Investment = No charge	Investment = \$XXX

Company Business Headshot Portraits

Standard Photographic Background QUICK SESSION PREPAY BLOCK

Organizations look better with consistent business headshot portraits of executives, public-facing employees, and even employee recognition award programs that better support your brand’s image in the market. Professional business headshot portraits build confidence, trust, and interest in your clients to better know the people they are working with. Don’t rely on a quick “selfie” photo or a “good enough” snapshot when you really want your portrait to set you apart from your competition.

Purchase a year’s worth of “Quick Session” business headshot portrait sessions at a discount and use them as you have new employees join your organization, new promotions, or need consistent portraits of employee recognition program winners.

Annual Quick Session Headshot Block

<p>One look (hair / clothing style) per person. One high-resolution, finished / retouched digital image.</p>	<ul style="list-style-type: none"> One credit per person photographed in home studio. THREE credits for first subject/trip on-location then ONE credit per each additional subject. Additional images per person (same look*) - \$XX Credits valid for 12 months. Unused credits expire at the end of 12-month block period. Classic photographic background (white, gray, black, textured gray, etc.) or Background Replacement
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Savings

Prepaid Portrait Credits	Home Studio Credits	On-Location Credits 3 credits for first person/trip
20 Credits	20 credits - \$X,XXX <i>Save 10%</i>	20 credits - \$X,XXX <i>Save 10%</i>
50 Credits	50 credits - \$X,XXX <i>Save 25%</i>	50 credits - \$X,XXX <i>Save 25%</i>
100 Credits	100 credits - \$ XX,XXX <i>Save 33%</i>	100 credits - \$XX,XXX <i>Save 33%</i>

* A “look” is a subject’s hair/clothing combination

- On-Location session fees cover a minimum 30-minute setup and 30-minute pack up time (depending on location(s) selected) included in the fees plus travel up to 25 miles around Central Ohio. Additional travel time billed according to distance.
- Digital images delivered to client via Dropbox, or similar file delivery service with basic polishing and named “First Name – Last Name - Date.”
- Space requirements for On Location headshots are 12’x22’x9.5’ with access to 110v power.
- Hair & Makeup Artist available for an additional fee

Volume Business Headshot Portraits

Industry Convention Headshots – Enhance the experience of your convention attendees and increase your sponsor’s support by offering “free” business headshots portraits to attendees sponsored by one of your event’s vendors. Create a “buzz” near the registration area or draw attendees into a sponsor’s booth in the trade show with professional business headshot portraits. Images are emailed to attendees immediately after being photographed using a custom formatted email to deliver the headshot portrait and event / sponsor logos with click-through links.

Small Business Team Headshots – Organizations look better with consistent business headshot portraits of all employees to better support your brand’s image in the market. Schedule a “Team Headshot” day to create / update professional headshots with a clean, consistent look that reflects you company’s unity. Professional business headshot portraits build confidence, trust, and interest in your clients. Don’t rely on a quick “selfie” photo or a “good enough” snapshot when you really need your portrait to set you apart from your competition.

Corporation Internal Conference Headshots - Organizations look better with consistent business headshot portraits of executives and public-facing employees that better support your brand’s image in the market. Leverage the moment of having everyone together for a company conference to update their professional headshots with a clean, consistent look. New employees and winners of employee incentive programs also can have their headshot portraits created for company communications. Professional business headshot portraits build confidence, trust, and interest in your clients. Don’t rely on a quick “selfie” photo or a “good enough” snapshot when you really need your portrait to set you apart from your competition.

Half-Day Industry Convention Headshots	Full Day Industry Convention Headshots	Half-Day Small Business Team or Corporation Internal Conference Headshots	Full Day Small Business Team or Corporation Internal Conference Headshots
<p>Up to four hours of industry convention availability</p> <p>Photograph one look* per person to create one high-resolution digital image finished with natural, believable retouching coupled with a social-media resolution copy delivered via custom branded email to each subject photographed.</p>	<p>Up to ten hours of industry convention availability</p> <p>Photograph one look* per person to create one high-resolution digital image finished with natural, believable retouching coupled with a social-media resolution copy delivered via custom branded email to each subject photographed.</p>	<p>Up to four hours of company conference or team meeting availability.</p> <p>Photograph one look* per person to create one high-resolution digital image finished with natural, believable retouching.</p>	<p>Up to ten hours of company conference or team meeting availability.</p> <p>Photograph one look* per person to create one high-resolution digital image finished with natural, believable retouching.</p>
Investment	Investment	Investment	Investment
\$X,XXX per half day	\$X,XXX per day	\$X,XXX per half day	\$X,XXX per day
<p>* A “look” is a subject’s hair/clothing combination</p> <ul style="list-style-type: none"> • On-Location session fees cover a minimum 45-minute setup and 30-minute pack up time (depending on location(s) selected) included in the fees plus travel up to 25 miles around Central Ohio. Additional travel time expenses billed at cost. • Hourly capacity estimated at least 12 subjects per hour if subject selects his/her favorite pose or at least 40 subjects per hour if photographer is selecting best pose after the event. • Digital images delivered individually to the email address provided by each subject or from email list provided by event organizer. • Image delivery email layout can be custom tailored to accommodate or highlight selected sponsors. Sponsor customized email and signage approval to be completed no less than 14 days before the event. • Requirements for On Location headshots are 12’x22’x9.5’ with access to power and Wi-Fi. • Hair & Makeup Artist available for an additional fee 		<p>* A “look” is a subject’s hair/clothing combination</p> <ul style="list-style-type: none"> • Hourly capacity estimated at least 12 subjects per hour if subject selects his/her favorite pose or at least 40 subjects per hour if photographer or client representative is selecting best pose after the event. • On-Location session fees cover a minimum 30-minute setup and 30-minute pack up time (depending on location(s) selected) included in the fees plus travel up to 25 miles around Central Ohio. Additional travel time expenses billed at cost. • Digital images delivered to client via Dropbox or similar file delivery service with basic polishing and named “First Name – Last Name - Date” • Requirements for On Location headshots are 12’x22’x9’ with access to power and Wi-Fi. • Hair & Makeup Artist available for an additional fee 	

Personal Branding Sessions

For the small business owner, you are the face of your business. Having a deep pool of images that reflects your enthusiasm, expertise, confidence, and knowledge is a big part of shaping and projecting a personal “brand”. Beyond just portraits, a personal branding session combines your passion for your business with our passion for great photography to create a deep pool of images that shows you at your best; working with clients, solving problems, ensuring quality products, and creating interest in your product and your brand. Don’t rely on quick “selfie” photos or stock photography when you really need to personally connect with your clients and set yourself apart from your competition.

		Solo <i>On-Location</i> Branding PLUS Session	Team <i>On-Location</i> Branding PLUS Session
		Two-hour session at one business location for one person. Wardrobe and branding consultation. Up to 30 high-resolution, digital images finished with natural, believable retouching.	Half-day (four hours) session at one business location for up to four people. Wardrobe and branding consultation. Up to 20 high-resolution, digital images finished with natural, believable retouching per person
		Investment	Investment
		\$XXX Additional subjects in same location for similar duration - \$XXX ea.	\$X,XXX Extend the day with additional subjects in same location for similar duration- \$XXX per hour – 1 hour per person.

* A “look” is a subject’s hair/clothing combination

- All sessions require a pre-session consultation to discuss image goals, location access, corporate branding standards, schedules, and contingencies typically completed no less than one week before the scheduled portrait session.
- On-Location session fees cover a minimum 30-minute setup and 30-minute pack up time (depending on location(s) selected) included in the fees plus travel up to 25 miles around Central Ohio. Additional travel time billed according to distance.
- Digital images delivered to client on via Dropbox or similar file delivery service.
- Hair & Makeup Artist available for an additional fee

On-Location Executive Portrait Session

Executive Portraits are much more than just a “headshot”. These portraits show company leaders in their business environment, whether it’s a beautiful office, a welcoming lobby, the efficient manufacturing floor, or a busy warehouse. Executive Portraits are intended to help convey confidence in the leader and the company. Use Executive Portraits instead of just a logo to help your company stand apart from your competition on marketing collateral, website, and social media.

Express Solo Executive Portrait Session	Complete Solo Executive Portrait Session	Team Executive Portrait Session	Enterprise Executive Portrait Session
<i>For the busy executive with simple needs...</i>	<i>Build a better personal brand image...</i>	<i>Clean, consistent images across the leadership team...</i>	<i>Clean, consistent images across the entire organization...</i>
Fifteen-minute to thirty-minute portrait session with one executive in one corporate location. Minimum three final, high-resolution, digital images finished with natural, believable retouching.	Two-hour portrait session with one executive in multiple locations within one facility. Minimum of 30 final, high-resolution, digital images finished with natural, believable retouching.	Half-day (four hours) with up to eight executives in individual and group mini sessions that work around busy schedules. Can incorporate multiple locations within one facility. Minimum of 5 final, high-resolution, digital images per person finished with natural, believable retouching.	Full day (nine hours) with up to 16 employees in individual and group mini sessions that work around busy schedules. Can incorporate multiple locations within one facility. Minimum of 5 final, high-resolution, digital images per person finished with natural, believable retouching.
Investment	Investment	Investment	Investment
\$XXX Additional executives in same location - \$XXX ea.	\$XXX Additional executives in same location - \$XXX ea.	\$X,XXX	\$X,XXX

* A “look” is a subject’s hair/clothing combination

- All sessions require a pre-session consultation to discuss image goals, location access, corporate branding standards, schedules, and contingencies typically completed no less than one week before the scheduled portrait session.
- On-Location session fees cover a minimum 30-minute setup and 30-minute pack up time (depending on location(s) selected) included in the fees plus travel up to 25 miles around Central Ohio. Additional travel time billed according to distance.
- Hair & Makeup Artist available for an additional fee.