



Video – Photography – Visual Media Production

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Standard Rates for Video/Photo/Audio Production Services

Two possible fee structures:

Structure A (Simple Hourly Rate)

- Shooting Video (no editing) \$140.00 per clock hour
 - Equipment setup and takedown billed at hourly rate **\$110.00 per clock hour without professionally-recorded live audio**
 - Use of our equipment inventory at no additional charge, which includes:
 - VIDEO – Video shot at 1080p resolution (4K-UHD resolution available for a fee) with flat Slog/Cinestyle Picture Style (not color graded) with:**
 - (1) Sony FS700 Camera with Odyssey 7Q 4K/RAW Recorder,
 - (1) Canon Professional XF105 Camera,
 - (2) Canon Professional DSLR Cameras,
 - (1) Black Magic Design Pocket Cinema Camera,
 - (1) Lumix GH2 Camera,
 - (2) GoPro Hero action cameras,
 - Assorted Professional Lenses
 - Assorted Camera Support Equipment, i.e., fluid-head video tripods, assorted camera dollies, sliders and jibs
 - Standard 3 Point LED Lighting,
 - (1) Self-Directed Camera Operator,
 - AUDIO - Independent Audio Recording (up to 8 Channels) with:**
 - (1) Zoom H4N Audio Recorder and Sony FS700 In-Camera XLR input recorder
 - (2) Sennheiser Wireless Microphone
 - (4) Rode/Shure Wired Microphones with support equipment
 - Delivered to client directly (copied to hard drive), or uploaded for sharing with client via Dropbox
 - Additional operators or staff incur additional per hour fees. An audio recordist and, if multiple camera angles are being shot, and additional camera operator is usually preferred for most projects
 - Additional cameras, lights, and other equipment incur additional daily rate fees (if you book for a 5 hour minimum, a \$60 voucher credit is included to go toward at least a portion of the cost of renting additional equipment rental and/or paying staff)
 - No need for professionally-recorded live audio brings a \$30 per hour discount
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- Shooting & Editing Still Photography \$85.00 per clock hour
 - Equipment setup and takedown billed at hourly rate
 - Includes Canon Professional DSLR Cameras with necessary lenses, strobes, & tripods, 1 Photographer
 - Edited with Adobe Photoshop
 - Delivery of proof media via Dropbox or email
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- Editing Video/Media Management \$80.00 per clock hour
 - Video footage digitally edited to a professional standard, rendered, & uploaded for preview & final delivery
 - Color grading, Audio editing, & other processing to make the video look its absolute best
 - Some Minimal Motion Graphics content included at no extra cost
 - Includes voiceover by Patrick Fogle or voiceover talent supplied by the Client
 - Software used: Final Cut Pro X, Apple Compressor, Apple Motion, Adobe After Effects, Adobe Photoshop, Adobe Premier.
 - Video shared on Vimeo (preferred for previews); can also be uploaded to Youtube or to any sharing service or server preferred by client
 - Output at 1080p resolution (720p or 480p possible if desired by client)
 - Stock Footage Usage, Purchased Motion Graphics, & outside voiceover talent incur additional fees
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- Animation & Motion Graphics: \$90.00 per clock hour
 - Animation & Motion Graphics to be used stand-alone or to complement an editing project
 - Software used: Final Cut Pro X, Apple Compressor, Apple Motion, Adobe After Effects, Adobe Photoshop, Adobe Premier.
 - Video shared on Vimeo (preferred for previews); can also be uploaded to Youtube or to any sharing service or server preferred by client
 - Output at 1080p resolution (720p or 480p possible if desired by client)
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- Pre-Production Planning \$65.00 per clock hour
 - Video Process/Script Consultation/Collaboration
 - Time spent meeting, on phone, or producing written communications for the purpose of aiding in the video creation process
 - Includes time spent writing or editing scripts, getting feedback on corrections/additions/further edits to previously produced work, and processing ideas for how to present information through video media
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- Video/Website Integration \$65.00 per clock hour
 - Time spent producing a Wordpress site that will showcase your embedded media in a professional, eye-pleasing, user-friendly manner



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Structure B (Per Finished Minute Rate “PFM”)

- Shooting Video (no editing): **Shooting alone is always charged per clock hour (see Structure A)**
- Shooting & Editing Video: \$ 900.00 PFM
- Shooting & Editing Video: \$1300.00 PFM
with extensive Animation & Motion Graphics
- Animation & Motion Graphics (Only): \$1600.00 PFM
- Editing Video only \$ 650.00 PFM
with previously shot footage