

Fred Ullrich

Fine Art Photography & Select Projects

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RATES AND SERVICES

In Studio Digital Photography Services

- Studio Rental - \$100/day
- Equipment Rental - \$100/day - *includes professional 4 lights, backdrop, digital SLR cameras and lenses, capture cards and laptop if needed*
- Photography service - \$75/hour - *includes all setup, camera operation and shot selection*

On-site Digital Photography Services

- Equipment rental - \$75/hour - *includes professional 4 lights, backdrops, digital SLR cameras and lenses, capture cards and lap top if needed*
- Photography service - \$75/hour - *includes all setup, camera operation and shot selection*
- Transportation - \$50
- **All day one lump sum shoot** - \$750 - *includes 8 hour day shooting and two hour image processing, transportation/studio rental and equipment rental*

Image File Production

- Post-processing - \$40/hour - *est. 2 hours / 3 hour shooting. Includes publication quality general touch-up*
- Portrait re-touch - \$50/hour - *including teeth whitening, wrinkle removal eye brightening*
- Digital deliverables:
 - 1) Mailed DVD containing best shots - \$10 + postage. *JPG format (1200px x 800px) suitable for web distribution. High res JPG format 6000px X 4000px suitable for printing.*
 - 2) Web-based delivery service of images available upon request, price included.

Print Services

- Print Production - \$20/Sq. Ft. - *for fine art photographic paper matt or satin. Includes all color correction and general retouching.*
- Print Production - \$22/Sq. Ft. - *for canvas includes all color correction and general retouching.*

On-site Film Photography Service

- Equipment rental - \$200/ day - *includes professional 3 lights, backdrop, large format manual 4x5 field camera and lenses*
- Film cost - \$75/hour + film cost - *raw stock and processing of film. Sheet film \$8/sheet, Instant film \$3/sheet.*
- Transportation - \$50
- Commercial film processing management - \$40/hour
- Film Scans: \$10/scan - *Hi-res scan of images.*
- Digital deliverables:
 - 1) Mailed DVD containing best shots - \$10 + postage. *JPG format (1200px x 800px) suitable for web distribution. High res JPG format 6000px X 4000px) suitable for printing.*
 - 2) Web-based delivery service of images available upon request, price included.

Terms, Billing and Payment

- Out-of-Pocket-Expenses: Client shall pay Fred Ullrich Photography's expenses incurred in connection with this Agreement as follows: (a) incidental and out-of-pocket expenses including but not limited to costs for all color instant film and color chrome film, telephone calls, postage, shipping, overnight courier, service bureaus, typesetting, blueprints, models, presentation materials, photocopies, computer expenses, parking fees and tolls, and taxis at cost; and (b) out of region travel expenses including transportation, meals, and lodging, incurred by Fred Ullrich Photography with Client's prior approval.
- All day rates should occur at a 1/2 day minimum.
- All day rates are for an 8 hour day.
- Shipping - flat rate shipping and handling of all physical items will be billed at \$15 plus packaging material. USPS or UPS will be used at discretion for all shipments. Mailing insurance is not applied but available at Client's request.
- All hi-res images and large format film originals are property of Fred Ullrich Photography, available for sale with another proposal. Fred Ullrich Photography reserves the right to use these materials for marketing purposes with client approval.
- Billing - 1/2 of the project total will be billed and due at onset of project. The second half will be billed at time of completion, due within 30 days.