



RATE CARD

PHOTOGRAPHY · VIDEOGRAPHY — CITY, COUNTRY

Your Studio Name

SESSION RATES

STARTER <i>The quick one</i> 1~2 hrs · 1 location	PHOTO USD 300 15 edited photos	VIDEO USD 420 2 reels	PHOTO + VIDEO USD 655 10 photos + 2 reels
STANDARD <i>The half day</i> Half day · up to 4 hrs · 1 location	PHOTO USD 585 30 edited photos	VIDEO USD 750 short film + 1 reel	PHOTO + VIDEO USD 980 30 photos + short film + 1 reel
PREMIUM <i>The full day</i> Full day · 5~8 hrs · 1~3 locations	PHOTO USD 885 50+ edited photos	VIDEO USD 1,240 film + 2 reels	PHOTO + VIDEO USD 1,635 50+ photos + film + 3 reels

LONG-FORM VIDEO (over 90 seconds)

DURATION	PRICE	TYPE
90 sec – 3 min	USD 1,280	brand film / promo
3 – 6 min	USD 1,905	brand story / short doc
6 – 12 min	USD 2,670	feature / behind-the-scenes film
12 – 20 min	USD 3,785	in-depth feature / recap
20 – 40 min	from USD 4,195	long feature · multiple locations / shoot days
40 – 60 min	from USD 5,230	extended · multiple locations / shoot days

Full production: storyboarding · shoot · direction · edit · colour grade · sound design

Monthly Retainer Ongoing content	USD 2,315 / mo	8 reels + 1 photo session per month · 3-month minimum Deliverables don't roll over · additional reels USD 115 each
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ADD-ONS	DELIVERABLE DEFINITIONS
Extra reel	USD 145 Reel up to 30s, vertical 9:16, edited
Extra short film	USD 195 Short film 30~45s (Standard)
Extra film	USD 245 Film 60~90s (Premium)
Extra edited photos	USD 8 each Long-form over 90s — see table above
24-hour turnaround (photos only)	USD 165
Additional hours	USD 115 / hr
Additional coverage day	from USD 325
Travel outside base area	USD 55 / day

TERMS

50% deposit to confirm the booking · balance due on delivery
Turnaround agreed per project at time of booking
Rates for shoots in your base area · travel fee applies outside it · scope confirmed in writing

This rate card is a baseline.
Final pricing is adjusted to the scope of each project.

QUOTATION

YOUR BUSINESS NAME / LOGO

Quote No.	Q-0001
Date	15 Jan 2026
Valid until	29 Jan 2026

Your Studio Name

Photography · Videography
123 Example Street
City, Country
hello@yourstudio.com · +00 000 000 0000
www.yourstudio.com
Business Reg. No.: 1234567
VAT No.: GB123456789

PREPARED FOR	PROJECT
Alex Example	Brand launch shoot
Example Co. alex@example.com +00 000 000 0000 45 Sample Road, City, Country	Shoot date: 10 Feb 2026 Location: Client's venue

#	Item	Details	Qty	Unit price	Disc %	Amount (USD)
1	Photo + Video — Standard	Half day · 30 photos + 1 short film + 1 reel	1	980.00		980.00
2	Extra reel	Up to 30s, vertical 9:16, edited	2	145.00		290.00
3	Travel outside base area	Per day, shoots outside your usual area	1	55.00		55.00

	Subtotal	1,325.00
Discount: Repeat client	Discount (10%)	-132.50
	Net amount	1,192.50
	VAT (5%)	59.63
	TOTAL (USD)	1,252.13
	Deposit to confirm (50%)	626.07

TERMS
50% deposit confirms the booking. Balance due on delivery.
This quote is valid until 29 Jan 2026. Prices are based on the scope above; changes to scope are re-quoted.
Scope, deliverables and turnaround are confirmed in writing before the shoot.
Notes: Final edited files delivered via download link.

ACCEPTED BY CLIENT

Name & signatureDate

Your Studio Name · hello@yourstudio.com · www.yourstudio.com

QUOTE & INVOICE TEMPLATES

Setup Guide

This guide walks you through the one-time setup that makes both templates yours, then shows you how to create a quote or invoice in a couple of minutes.

Do the setup once (about 15 minutes per file). After that you only come back to it when something changes, such as new prices, a new tax rate, or new bank details.

Part	What it covers
1. What's in the files	The tabs and what each one does
2. One-time setup	Your details, tax, prices, discounts and clients
3. Making a quote	Everyday use, start to PDF
4. Turning a quote into an invoice	Deposit, balance and payment details
5. When things change	What to update, and where
6. Saving as PDF	Excel, Google Sheets and Apple Numbers
7. Troubleshooting	Fixes for the common problems



INVOICE

Invoice No.	INV-0001
Invoice date	30 Jan 2026
Due date	06 Feb 2026
Quote ref.	Q-0001

Your Studio Name

Photography · Videography
123 Example Street
City, Country
hello@yourstudio.com · +00 000 000 0000
www.yourstudio.com
Business Reg. No.: 1234567
VAT No.: GB123456789

BILL TO	PROJECT
Alex Example Example Co. alex@example.com +00 000 000 0000 45 Sample Road, City, Country	Brand launch shoot Shoot date: 10 Feb 2026 Location: Client's venue

#	Item	Details	Qty	Unit price	Disc %	Amount (USD)
1	Photo + Video — Standard	Half day · 30 photos + 1 short film + 1 reel	1	980.00		980.00
2	Extra reel	Up to 30s, vertical 9:16, edited	2	145.00		290.00
3	Travel outside base area	Per day, shoots outside your usual area	1	55.00		55.00

Discount: Repeat client

Subtotal	1,325.00
Discount (10%)	-132.50
Net amount	1,192.50
VAT (5%)	59.63
TOTAL (USD)	1,252.13
Less: deposit received	626.07
BALANCE DUE (USD)	626.06

PAYMENT OPTIONS	
1. Payment link — A secure payment link is sent in the email with this invoice.	
2. Bank transfer — please use the invoice number as your reference.	
Account name	Your Name or Business Name
Bank	Example Bank
Account no. / IBAN	XX00 0000 0000 0000 0000 00
SWIFT / BIC	EXAMPXXX
Currency	USD

TERMS
50% deposit confirms the booking. Balance due on delivery.
Payment is due by 06 Feb 2026.
Scope, deliverables and turnaround are confirmed in writing before the shoot.
Notes: Thank you for your business.

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