



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.

YOUR RATES — FILL IN ONCE, UPDATE WHEN PRICES CHANGE

Everything in pale yellow feeds the Rate Card tab. Clear a cell to hide that line. Never delete rows.

BUSINESS DETAILS

Business name	Your Studio Name	Shown under the logo and in the footer.
Show name under logo	Yes	No = logo only (if your logo already shows your name).
Services line	Photography · Videography	Under the RATE CARD title.
Location	City, Country	Also used in the title line and footer.
Currency	USD	Code or symbol added before every price, e.g. USD, EUR, GBP, AED, £.
Footer note	Prices subject to final scope. Not a quotation.	Bottom-right of the rate card.

SESSION RATES — 3 PACKAGES × 3 SERVICE TYPES

Column heading —		PHOTO		VIDEO		PHOTO + VIDEO		Rename if needed
Package name	Nickname (optional)	Duration / details	Price	Includes	Price	Includes	Price	Includes
STARTER	The quick one	1–2 hrs · 1 location	300	15 edited photos	420	2 reels	655	10 photos + 2 reels
STANDARD	The half day	Half day · up to 4 hrs · 1 location	585	30 edited photos	750	short film + 1 reel	980	30 photos + short film + 1 reel
PREMIUM	The full day	Full day · 5–8 hrs · 1–3 locations	885	50+ edited photos	1,240	film + 2 reels	1,635	50+ photos + film + 3 reels
Highlight badge on	STANDARD	Pick a package, or clear the cell for no badge.						
Badge text	MOST BOOKED							

LONG-FORM VIDEO

Section title	LONG-FORM VIDEO (over 90 seconds)		
Duration	'from' price? (Yes/No)	Type	Price
90 sec – 3 min	No	brand film / promo	1,280
3 – 6 min	No	brand story / short doc	1,905
6 – 12 min	No	feature / behind-the-scenes film	2,670
12 – 20 min	No	in-depth feature / recap	3,785
20 – 40 min	Yes	long feature · multiple locations / shoot days	4,195
40 – 60 min	Yes	extended · multiple locations / shoot days	5,230

Line under the table Full production: storyboarding · shoot · direction · edit · colour grade · sound design

MONTHLY RETAINER

Name	Monthly Retainer	Clear the Name to hide the whole retainer band.
Subtitle	Ongoing content	
Price	2,315	
Price suffix	/ mo	
Detail line 1	8 reels + 1 photo session per month · 3-month minimum	
Detail line 2	Deliverables don't roll over · additional reels USD 115 each	

ADD-ONS (up to 9)

Add-on	'from' price? (Yes/No)	Suffix (each, / hr...)	Price
Extra reel	No		145
Extra short film	No		195
Extra film	No		245
Extra edited photos	No	each	8