



FINE PRINT: All Chip Allen Photography is 100% Satisfaction Guaranteed. What you see is what you get, the bid/estimate given prior to the project is the amount that will be due upon job completion, no more. 50% of the project cost is due upon the booking of services to secure the date. All images photographed will be backed up and stored for at least 3 years after the projects completion. This is simply a guide not an estimate of CA Photo's Architectural Pricing for 2010. Prices are subject to change without notice. -Thank you

2010 Architectural Price Guide

Mission Statement: To offer exceptional publication quality image solutions specifically for the marketing and identity needs of Architects, Builders, & Developers from Northern California and beyond.

Scouting Fee (optional)	60 per project
Photography Shooting Fee	190 per image
Day Shooting Fee	1400 per day
Post Production Fee	105 per image
Assistant Fee (optional)	20 per hour
Output Method Fee	40 for FTP transfer
License/Usage Fee	10% of total job cost
Misc. Fee	TBD
Auto Travel Fee	\$1.30 per mile
Plane\Travel Fee	Cost + 5%

Scouting Fee (optional)- For best results, this service allows the photographer to preview the shoot site prior to shoot date. This service gives the client a chance to prepare the site for the photo shoot with recommendations from the photographer & gives the photographer the ability to not shoot the project "blind".

Photography Shooting Fee- The consideration to produce the image concept on site. Typically for quality Architecture photos the process to shoot one photo concept correctly can average approx 1.5 hours of prep time. Note: this price is not for every time the camera shutter fires, but rather for a range of images captured from a general vantage point for the client to then choose one.

Day Shooting Fee- The consideration to produce image concepts over a 10 hour day. This is the option if the client needs more than 6 images, does not know exactly what they need, or the shoot requires both morning & evening sunlight. All images taken in the day are eligible for clients use.

Post Production Fee- The consideration to process/develop the digital negative for accurate color, structure irregularities, application of metadata/search optimization, image back up, and print and web image prep/sizing.

Assistant Fee- (optional)- Some projects require more hands on deck than others, if this is determined, and to keep the photography shooting fee down, an assistant would be called upon to aid in creating the image concept and capture.

Output Method Fee- Images will be delivered to client via FTP. Consideration is for the System time it takes to transfer the data on to & off of the photoserver.

License/Usage Fee- The consideration for use of the intellectual property/image in any marketing medium the client will utilizes for promotion. This gives the contracted client the ability to publish the photos in any way seen fit, Photographer is the sole owner of images and solely retains the ability to transfer the images to a third party. All images are registered as Art in the U.S. Copyright Office.

Misc. Fee- Any consideration for rental or purchase of extra equipment needed to complete the project. Also consideration for actual printed and framed photos, multimedia slide shows, and additional post production work.

Travel Fee- No consideration applied for projects within a 30 mile radius of Sacramento. \$1.30 per mile for all projects that are located outside this radius. Any project requiring air travel will be the cost of travel/lodging/equipment transport +5% for the time to arrange these necessities.

 **Chip Allen Photography**
 916-494-2942
 www.smokingcamera.com
 info@smokingcamera.com
 2756 East Bidwell Street Suite 300-197
 Folsom, CA 95630