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## Professional Imaging Industries. Professional Photography Quote – Hand Out

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Professional work usually begins with a proposal by the photographer or an answer to the request for a Quote from a client. This formality is sometimes overlooked (client simply ask you how much it will cost for a given project), you should generate an official proposal to submit to them. This will protect both parties and stop most problems before they even begin.

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### ***Introduction***

The introduction section announces that this is a proposal from the photographer (or business name) for the Client for the provision of photographic services. It may contain the date limitations for the prices given (i.e. quote is valid for 1 calendar month from date given).

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### ***Detailed Project Description***

This should restate the project as you understand it with a good level of detail. It most certainly needs to state the location, the item or items to be shot, any needed special equipment, models, props, sets, etc., any needed travel, special fees or insurance, plus important deadlines and time issues including any necessary approval times.

Good idea to break these down into two sections: (A) what the photographer will provide, and (B) what the client will provide (such as locations, sample or customized products, etc.).

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### ***Rights to Images/Work***

Here you need to clearly state the business practices you are applying in terms copyright, media usage, length of license. In your quote you can refer to your Media Usage license and your Terms and Conditions as appendices.

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### ***Estimated Charges and Fees***

Present a breakdown of the fees you will charge based on the description detailed above. If possible, make this a “Hard Quote” meaning it WILL be the maximum amount charged for the job. If there are areas where costs or items are still unclear then carefully specify those and the effects of estimated modifications to the final cost.

1. **CREATIVE FEE.**  
This is the project fee for YOU the photographer. It includes your time, skill sets, knowledge, education, insurance, amortization of basic equipment, personal and project overhead and your profit. Try to remember what we learned from using the ‘Photography per Hour’ calculator.
2. **SPECIAL EQUIPMENT.**  
This is the rental fee for any special equipment above and beyond the bare bones equipment someone of the skill level you advertise would be expected to have.
3. **ASSISTANTS, STYLISTS & OTHER PERSONNEL.**  
If applicable, include the charge for your assistants or stylists (such as photo assistant, Hair and Make Up).

4. **MODEL/PROP/SET FEES.**

This will total the fees that will be encountered from the use of professional models. Include wardrobe, makeup, props etc. It would include the costs for design, construction and striking of any set pieces needed for the shoot.

5. **TRAVEL CHARGES.**

These are the charges for all of your related travel costs when shooting on location other than your studio or beyond a specified range. They include gas, insurance, licenses, and other annualized auto costs (usually based on a per mile cost), lodging, meals. Keep this in line with UK public sector (currently 0.45p a mile)

6. **OTHER FEES.**

Any additional fees such as locations fees or special insurance requirements for the project. This would also house any catering, security, etc. charges.

7. **PROCESSING/DIGITAL COSTS/ RETOUCHING AND CUSTOM IMAGES.**

This would be the fees and costs for advanced editing (i.e. beyond the requirements of a **standard** print – adv Photoshop work). It is usually based on an hourly rate. If this is a film shoot it would include the costs of film and processing plus markup for time and travel involved.

8. **FULFILLMENT.**

This contains the fees and costs involved in delivering the product to the client. Some put the cost of the CD here. It includes any packaging, delivery, and shipping costs.

9. **MISCELLANEOUS COSTS/ CONTINGENCY FEE.**

Here you itemize any anticipated charges that do not appear elsewhere. It is common to have a contingency fee of 10% to 15% (sometimes more on really complex projects. It is expected that if this fee is not needed it (or any unused portion) will be subtracted from the final invoice.

10. **TAXES.**

Any anticipated Taxes that must be charged (i.e. VAT but only if you are VAT registered!).

11. **USAGE FEES.**

This can simply be a statement that use of the images beyond the agreed media usage license will be considered and that where this is agreed additional charges will be applied. State also, that all cases of image use beyond the media usage license will result in legal action.

12. **TOTAL PROJECT COSTS**

**TERMS AND CONDITIONS.**

Here you specify the payment terms you will accept and what, if any, discount you may give for timely payment (this may be in addition and exceptional to your Terms and Conditions). You could also look to summarize how any modifications will be handled depending on how they occur. These can be:

- a. Client requested modifications that increase costs
- b. Client requested mods that decrease costs

- c. Photographer requested mods that increase costs
- d. Photographer requested mods that decrease costs
- e. Natural but unforeseen occurrences that effect the project (weather, sickness, client location that is not ready or as described, etc.).

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**Conclusion**

Here you thank the client for the opportunity to submit the proposal and note that they should contact you for any additional information. Note that if they approve the proposal you will submit a contract/agreement for services based upon this proposal and be prepared to start immediately upon execution (signing) of that agreement and the receipt of payment of any required deposit or first part of a phased contract.

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**Package and Presentation**

This proposal is YOU. It will represent YOU to the client and to the several client managers and officers who will see it and perhaps have to approve it (even though they may not have seen your portfolio of work). It needs to be as professional looking as you want them to assume your work will be. And it ought to be design-consistent with your other materials as well.

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**Follow-Up**

Usually there is a project deadline and from that, working backwards, you would have derived a date by which your proposal would need to be accepted in order to give you the time to complete the work. The proposal itself will have stated this date. As it approaches, if you have not heard, it is appropriate to follow up with your contact and if that date slides, and there are any budget impacts (as you indicated there might be) you need to follow-up and let them know the quote will have to be adjusted because your costs just went up.

Whether or not you are awarded the project, hand write a nice Thank-You card for having the opportunity to submit a proposal along with hopes for a chance to work with them in the future.