

COMMERCIAL PHOTOGRAPHY

[PRICING GUIDE]

A clear starting point for commercial photography projects. Final estimates are shaped around the real scope, production needs, and image usage.

A rough idea is enough to begin.

The visual direction and final scope can be shaped together before booking.

Starting Investment

These starting rates are designed for smaller commercial projects and growing brands. Larger productions, extensive styling, paid advertising, or broader licensing are quoted separately.

01	Product Photography Up to 5 products / 8 final images	\$350+ Controlled product imagery for websites, menus, catalog-style presentation, and organic brand content.
02	Beverage Photography Up to 3 products / 6 final images	\$450+ Bottle and beverage imagery with lighting, surface control, glassware, and simple styling direction.
03	Brand Content Up to 2 hours / 15 final images	\$650+ A flexible session for products, people, details, and environmental images built around a focused shot list.
04	Commercial Portraits Up to 60 minutes / 5 final images	\$325+ Professional portraits for websites, personal brands, teams, profiles, and editorial-style commercial use.

What the Rate Covers

INCLUDED

- Pre-shoot conversation and scope review
- Basic visual direction and shot planning
- Photography and standard equipment
- Standard color correction and retouching
- High-resolution final files
- Web-ready copies when requested
- Standard business use after full payment

COMMON ADD-ONS

Additional final image	\$25 each
Advanced retouching	from \$40 / image
48-hour rush delivery	+25%
Studio / specialty location	quoted separately
Travel outside local area	quoted separately
Models / stylist / specialty props	quoted separately
Advertising / packaging usage	licensed separately

Licensing, simply.

Jose retains copyright to the photographs. The starting rates above include a non-exclusive license for the client's own website, organic social media, internal presentations, and standard business communications after full payment.

Paid advertising, packaging, resale, billboards, third-party use, sublicensing, or broader campaign use should be quoted separately so the license matches the reach and value of the project.