



## ON LOCATION. ON TIME. ON BUDGET. STEVENS ON PHOTOGRAPHY 4 8 0 . 9 6 7 . 6 3 1 2

### We Want To Make It Easy For You

We don't believe hiring a photographer has to be difficult nor time-consuming. It is good business sense to develop an ongoing relationship with the appropriate photographer; this way you, our client, can negotiate price in cooperative and informed environment.

We recommend you define your needs and your budget before contacting us. By defining your marketing, advertising or communication goals, you'll find the right photographer much easier. A well-defined photography plan will help both you and the photographer save valuable time. Good professional photographers will be receptive and articulate. They'll offer suggestions and be responsive to your concerns.

Hire someone whose skills fit your needs. Aside from the quality of his or her work, it is important to consider the photographer's experience, professionalism, dependability and compatibility. If you can match your needs with the photographer's strengths, the success of your photo project will increase immensely.

### Some Questions To Ask Photographers

When interviewing any photographer, here are a few questions you should consider:

- What is your experience? And how long have you been in business?
- Are you experienced and equipped for a location shoot?
- What is your travel experience? Are you flexible and able to handle last-minute changes?
- Do you have at least \$1,000,000 in liability insurance?

### So, What's It Going To Cost?

When you've found a photographer or two with whom you feel comfortable, then it's appropriate to discuss the costs for the photography job. It's fine to discuss fees in your initial contact, but until a photographer knows the parameters of a specific photo shoot, just getting his fee or day rate won't give you a clear picture. Asking for one's Day Rate likely won't include expenses associated with the job nor will it reflect the usage rights you wish to license. A photographer who is quick to throw a low Day Rate often makes up a profit by radically marking up expenses or simply doesn't have the expertise or experience. In the end, that can be costly.

Quoted fees can vary greatly from one photographer to another depending on expertise, skills and experience. Selecting a photographer just by his or her fee rather than looking for value will be misleading. A photographer should be valued by the experience, capabilities and professionalism he would bring to your project.

### Stevenson Photography Offers Value

We believe in providing VALUE to our clients. Our clients have two choices; the choice between hiring a commodity photographer who competes solely on price and a quality photographer whose work provides benefits to the client at a very fair price.

Unlike assembly-line workers, we at Stevenson Photography are not selling our time but selling our talent and expertise. Please understand that the relationship between the value of our work and the time spent is purely incidental. Frankly, a good photographer will shoot in less time and usually do a better job than an inexperienced one.

### A Bid or An Estimate?

Are you seeking a bid or an estimate from the photographer(s) you'll be contacting? Be right up front with the photographer on which you are seeking. If you are seeking an estimate, you should receive a written appraisal of what the entire project should cost. Estimates are given in a non-competitive environment. On the other hand, bids are competitive, and most often are compared strictly on price only. For you to receive an honest, thorough and comparative bid, you need to provide the bidding photographers with the very same job details and relative information.

An estimate is just that, an estimate of what the photographer believes will be the fees and costs for a job. However, if the parameters of a job change, so may the initial estimate. With bids, the price is fixed for you, but so are the parameters you set forth prior to receiving that bid. Photographers and clients must come to terms in writing if the parameters change before or during a shoot.

### How Stevenson Photography Works:

We are location photography specialists. We charge fairly for our services. We would not be in business since 1985 had we not. Our creative fees are very competitive, and we do not mark up expenses. Each job is unique and brings with it varying technical, logistic and personnel requirements. Getting a quick quote

from a photographer on the first phone call or email is not wise for either the photographer nor the client.

When we receive a request for an estimate or a bid, we ask for as many details of the project that a client can provide. We then evaluate the information at hand and produce a written, detailed cost analysis. The client most often will receive the estimate or bid within a matter of a few hours at most, unless the photographer is on a shoot.

### What You'll Receive From Your Photo Shoot:

Following every photo shoot, we return to our office and process the digital images. This is called Digital Post Production, and it is the work required to convert the high resolution RAW digital files into something readable by all computers. A client will either request TIF or JPG files. If you're not certain what you'll need, consult with the photographer.

We convert from RAW, then massage each image to bring out its best technical characteristics and then burn the images onto CD or DVD discs. We always include an easy-to-use Gallery of all thumbnail images for quick review on the client's part. Our Galleries open in any Browser on your computer and you can click on thumbnail photos to view and edit from larger files.

Our clients also receive a text file with all pertinent information included about the job, info about the digital files and client and photographer's contact information. Our normal turn around time to ship the final product to a client is three working days following a shoot. Often we are able to ship the day following the shoot.

So, if you've come this far, you're probably ready to quit all this reading and get on with hiring a photographer. We're with you. Of course, we hope Stevenson Photography On Location will be your choice. And we believe the information we've provided - both contextually and visually - will convince you of our sincerity, commitment and professionalism. We thank you for your time and consideration. If you have any questions at all, give us a call or shoot us an email.

Thank you. - The Stevenson Team.

[www.stevensonphotography.com](http://www.stevensonphotography.com)