

# Rate card Southern Cross Photo



Thank you for considering using our photographic services! We pride ourselves in providing our clients with a wealth of experience, excellent service, and beautiful & professional imagery. All rates below are guidelines to give you an idea of what you should budget for your project. Don't hesitate to contact us to discuss your project though, so we can tailor make a quote for you that meets your requirements, and fits within the constraints of your budget. Speak to you soon on [nick@southerncrossphoto.com](mailto:nick@southerncrossphoto.com) or 06-09664732!

## Rate Card Table of Contents:

- Page 2: Photoshoots of REAL ESTATE & ACCOMMODATION
- Page 3: Photoshoots of PEOPLE
- Page 4: Photoshoots of PRODUCTS & FOOD
- Page 5: HOURLY RATES and Travel Expenses
- Page 6: Fine Art Prints & Stock library files



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## Photoshoots of REAL ESTATE & ACCOMMODATION

Sell your property quicker by advertising it with good and professional imagery. Or market your lodge, guesthouse or (Air)BnB successfully with beautiful visuals.

We are proud to offer a 'not happy, money back guarantee' <sup>1</sup> on our real estate & accommodation photography.

**Please note:** If your property is not in St. Lucia, travel (and if needed overnight) expenses will be charged. See page 5 of this rate card for those rates.

Name	Description	Duration shoot	Duration editing	What you get	Price
Real estate/ accommodation photoshoot <b>(basic)</b>	We offer a quick & dirty 'basic' package where we shoot your property's interior and exterior using a high-resolution cell phone. We still use our photographic expertise to take the photos from the best angles and are mindful of good composition. Editing is limited.	30-45 minutes	30 minutes	1 digital image per room and up to 5 from the outside	R 390 for up to 25 images. R 590 for between 25 and 50 images.
Real estate/ accommodation photoshoot <b>(professional)</b>	A comprehensive photoshoot with a professional DSLR camera. Lighting is enhanced using flashes and artificial lights. Where needed, High Dynamic Range photos will be taken and blended in post processing & editing.	1-2 hours	4 hours	2-3 digital images per room  Guesthouse with up to 7 bedrooms Guesthouse with up to 7-15 bedrooms Guesthouse with up to 15-25 bedrooms	R 1500 R 2500 R 3500
Real estate/ accommodation photoshoot <b>(premium)</b>	Our premium package offers you the same as the above 'professional' package and much more. We meet at your place, and first sit down to discuss your establishment's unique selling points. We then meet over the course of several days (to get different types of light and get the most perfect weather etc.) where we photograph your establishment in a way that 'tells your story', rather than just showing what your rooms look like. This will include close-up shots of artwork, your staff, or anything else that makes your accommodation stand out.			<ul style="list-style-type: none"> <li>• One visit at a time of your choosing to discuss your unique selling points</li> <li>• Up to 5 subsequent visits to capture your establishment at the most perfect times/light.</li> <li>• All images will be delivered in 3 different resolutions (ready for social media, for your website and full resolution for printing in brochures)</li> <li>• We keep a backup of all your images for up to 5 years in case you lose your images at some stage.</li> </ul>	          Guesthouse with up to 7 bedrooms R 3500 Guesthouse with up to 7-15 bedrooms R 4900 Guesthouse with up to 15-25 bedrooms R 5500
Drone footage	We hire a drone pilot to take aerial visuals of your property			10 digital images	R 1050

**<sup>1</sup> Not happy, money back guarantee T&C's:** If after delivery of the edited photos, you are not satisfied, you will have the option to sign a contract that you will not use any of the delivered photos for any purpose, and will then neither be charged for the photoshoot nor the editing time. However note that if ANY of the images taken by us are to be found online or in printed form afterwards anyway, however modified, edited or cropped, you will still be charged the full fee for your purchased photoshoot.

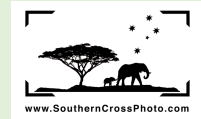
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## Photoshoots of PEOPLE

Name	Description	Duration shoot	Duration editing	What you get	Price
<b>Passport Photos</b>	Finally you can look good on your ID-documents! Professional lighting and the correct focal length lenses make it possible to make your face have more flattering proportions, with a smaller forehead and nose, and a less 'bloated' and round appearance. We can also remove certain blemishes.	10 minutes	20 minutes	4 printed passport photos	R 150
<b>In-studio headshot</b>	Headshots for professional profile pictures on social media, or for 'about-us' and 'meet the team' pages on your website. Our photographic techniques will make you look most flattering, and we can also remove certain blemishes from your face.	1-hour	1-hour	5 digital images of one person	R 500
<b>Corporate Office shoot</b>	On-site photoshoot of your company premises, processes and staff.	Variable, depending on size of company and number of staff.		20-40 digital images depending on size of company and number of staff	From R 3000
<b>Outdoor family or couple photoshoot</b>	Photoshoot using mostly natural light, in a stunning outdoors setting. Choose between the pristine beach, or the magical savanna of the iSimangaliso Wetland Park.	1 hour	3 hours	20-25 digital images	R 1200
Add horses	We can provide horses to enhance your family or couple photos.				Add R 900
<b>Wedding proposal on horseback</b>	We can book you a private horse ride on the beach, where you can then at a suitable point propose to your partner. Our photographer is 'incognito' as a fisherman, and will secretly capture the magic moment, whereafter he will introduce himself and take another series of photos of you two.	2 hours	4 hours	20-25 digital images	R 3900 (this includes the horses)
Add a romantic picnic	After the wedding proposal on horseback photoshoot, we supply a picnic basket full of lovely food & bubbly wine, blankets and/or chairs. We take a few more pictures and then leave you to enjoy the moment.				Add R 650

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## Photoshoots of PRODUCTS & FOOD

Have professional photos taken of the products in your (online) shop, or plated food in your restaurant. We can take these in our studio, or shoot at location. In the latter case, we will bring suitable lighting and a photo backdrop. A surcharge will apply for shoots outside our studio.

Name	Description	Duration shoot	Duration editing	What you get	Price
Standard Product/food photo.	Photo of your product/food item on a (not necessarily pure) white background.	Variable	Variable	1 digital image per product/food item	R 120 per image
Deep-etched Product/food photo.	Deep-etched, digitally cleaned & enhanced photo of your product/food item on a pure white background.	Variable	Variable	3 digital images per product/food item (same photo, but one with shadow, one without shadow and one on a transparent background)	R 240 per image
Out of studio surcharge.	We bring all our photographic equipment and mobile studio, including light stands, PVC backdrops, artificial lights, flashes and tripods to your place, to create a studio environment and photograph your products there.	Not Applicable	Not Applicable		R 500 + travel expenses (see page 1 of this rate card)



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## HOURLY RATES (and Travel Expenses)

Hire a photographer for creative photography. The rates below are guidelines and include both the photographer and the photography equipment. Note that as a rule of thumb, for every hour shooting, we need another hour editing, priced the same per unit time. For example, if we do a half day creative photoshoot for you, we need another half day to edit those photos before they are ready for delivery. In case you only require unedited RAW photos, you will indeed be charged a half day. But if you like the photos taken during a half day creative photoshoot to be fully edited, you will be charged the needed editing time extra. The amount of edit time needed depends largely on the type of photoshoot and the number of final images required, hence the 'photography', and the 'editing' will always be quoted separately for your project.

### Photography

Name	Description	Duration shoot	Duration editing	What you get	Price
Hourly Rate	Have a photographer at your disposal for up to 1 hour.	1 hour	Not included	1 hour of photography, all taken but UNEDITED photos	R 350
Half-day Rate	As above, for a maximum of 4.5 hours.	4.5 hours	Not included	4.5 hours of photography, all taken but UNEDITED photos	R 1400
Daily Rate	As above, for a maximum of 8 hours.	8 hours	Not included	8 hours of photography, all taken but RAW & UNEDITED photos	R 2500
Multiple Day and Overnight Rate	As above, for multiple days.			8 hours of photography per day, all taken but UNEDITED photos	85% of Daily Rate + overnight expenses
Travel expenses	Vehicle usage outside of St. Lucia	N/A	N/A		R 3.5 per km + tolls

### Editing

Name	Description	Duration shoot	Duration editing	What you get	Price
Hourly Rate	Professional editing of RAW photos to a final image.	Not included	1 hour	No photography included, but one hour of professional photo editing.	R 350
Half-day Rate	As above, for a maximum of 4.5 hours.	Not included	4.5 hours	No photography included, but 4.5 hours of professional photo editing.	R 1400
Daily Rate	As above, for a maximum of 8 hours.	Not included	8 hours	No photography included, but 8 hours of professional photo editing.	R 2500

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## Fine Art Prints

Choose from our database of high-resolution, superb quality, fine art images.

Name	Description	Duration shoot	Duration editing	What you get	Price
Digital Fine Art Image	Purchase the fine art image of your choice as a digital file with a limited license agreement, and have it printed and framed yourself.			1 digital image for a single print	R 3500
Printed Fine Art Image	Have a fine art image of your choice printed on photo paper, canvas or wood. Professional framing options are available.			1 printed/framed image at a size and medium of your choice	Variable, please get in touch for a tailor made quote

## Stock library files

Use our professional wildlife and scenic images from the iSimangaliso Wetland Park and Hluhluwe-iMfolozi Park to create great looking slideshows on your website. Alternatively, use them on your social media channels.

Name	Description	Duration shoot	Duration editing	What you get	Price
General use	Purchase any image from our wildlife and landscape database as a digital file with a limited license agreement. Fine-art images are excluded.			1 digital image for website or social media use. Maximum resolution 2560 pixels on the long side.	R 75 per image
Exclusive use	As above, but then 'exclusive use' meaning that the photos you choose from our database can no longer be used by any other guesthouse in a 50 km radius of your establishment, so they can only be seen on your website.			1 digital image for website or social media use. Maximum resolution 2560 pixels on the long side.	R 175 per image