



**FBS**  
FRONTBACK&SIDES

**2021 RATE CARD**



# WEBSITE STARTER

If you're new to the world of e-commerce and direct-to-consumer businesses, our Website Starter package is for you. We'll provide you with a basic level of content to get you selling through your website, and building a following on social media.

- **10 product images**
- **5 styled images using in-house props**
- **1 stop motion video**
- **\$495 + GST**

## HOW IT WORKS

Our team will work with you on your requirements. Whether you'd like the product images deep etched (background removal), and a concept for the styled images and stop motion video, this package will get your brand off the ground.

# ***BRAND REFRESH PACKAGE***

Whether you're starting a new business with a bigger budget, or you have an established brand and looking for a fresh set of eyes, our Brand Refresh package will give your product range a new lease on life.

- ***15 product images***
- ***15 styled images***
- ***1 stop motion video***
- ***3 x 360° videos***
- ***\$1055 + GST***

## ***HOW IT WORKS***

We'll work with you to develop a detailed shoot list which we will work from. After you've approved the mood board and concept direction, the content you'll receive will give your brand a fresh look and feel, including enough social media content for the next 3 - 4 weeks.

# ***ESTABLISHED BUSINESS PACKAGES***

Our full and half day rates are designed for established businesses in need of complex styled images or a high volume of product or styled content. Perfect for use in eCommerce, social media and integrated digital campaigns. All our half and full day rates include stylists & we welcome clients to attend the shoots in our Alexandria office.\*

For a low volume shoot of product and simply styled images, refer to our Start-Up pricing which is charged per image.

- ***\$1600 half day (4 hours)***
- ***\$3000 full day (8 hours)***
- ***\$300 additional hour when added to full or half day package***
- ***Includes Product, Styled Photography, Model Photography (excludes model, HMU), 360 Degree and Stop Motion***
- ***No limit on number of images***

## ***HOW IT WORKS***

We'll work with you to understand your creative requirements. After meeting with you, a cost estimate based on the size and complexity of your project will be provided. All jobs require a 50% deposit and once paid a stylist will be allocated, mood boards developed, styling agreed and then final shoot list confirmed. A proof sheet of all images will be provided to you prior to final delivery of images. An invoice is then raised and once paid a link will be provided to download the content. There are surcharges for work such as deep etching (background removal), clothing steaming and oversized items etc, and where we also where we need use complex techniques or styling.



# **START-UP PACKAGES**

Our per/image pricing for product and simply styled photography is perfect for start-ups and businesses looking to have a slick eCommerce website and social media content with budget certainty. We encourage our Start up clients to either drop their products at our Alexandria studio (9am-5pm Monday to Friday) or take advantage of our *Send-and-Shoot* service.

For more curated styled or a high volume of images, refer to our professional packages at our half and full day rates.

- **\$45 admin fee for each shoot**
- **\$15 product images - white background**
- **\$20 product images - coloured background**
- **\$30 simply styled images (<props / products)**
- **\$55 360° photography**
- **\$90 Stop motion video**

## **HOW IT WORKS**

We'll work with you to develop a detailed shoot list which will form the basis of your quote. All jobs greater than \$500 require a non refundable 50% deposit. A proof sheet of all images will be provided to you prior to final delivery of images. Sometimes we take extra shots and you may choose to take these shots but you are not obliged. An invoice is then raised and once paid a link will be provided to download the content. There are surcharges for work such as deep etching (background removal), clothing steaming and oversized items etc, and where we also where we need use complex techniques or styling. No minimum shoot value. We cater for shoots large and small.

# SOCIAL MEDIA PACKAGES

All our social media packages include one half day shoot per month, either paid in full or on a subscription.\*

## ALL PACKAGES INCLUDE

- 18 STYLED IMAGES
- TWO 360° OR STOP MOTION VIDEOS
- THE STUDIO
- PHOTOGRAPHER
- STYLIST
- PRE-PRODUCTION
- CONCEPT STORYBOARDING
- ALL POST-PRODUCTION WORK

### **3 MONTHS \$1600/half day**

- 3 studio sessions (one half day per month)
- Subscription
- 50% deposit
- \$800 p/m
- Total cost \$4800

### **6 MONTHS \$1400/half day**

- 6 studio sessions (one half day per month)
- Subscription
- 25% deposit
- \$1050 p/m
- Total cost \$8400

# EXAMPLES

**PRODUCT IMAGE**  
(DEEP ETCHED)



**SIMPLY STYLED**



**STYLED SOCIAL MEDIA CONTENT**

