

Additional Helpful Information

Product / Image Requirement	* Please contact us for a quote for your extra requirements.
Product Weight	<ul style="list-style-type: none"> • These charges increase as the product weight increases. • 0-20 lbs - No Fee • 20 lbs+ - Request Quote
Product Size	<ul style="list-style-type: none"> • These charges increase the longer, wider, or deeper a product is. • 0 - 6 Ft - No Fee • 6FT+ - Request Quote
Product Prep	<ul style="list-style-type: none"> • These charges depend on the time it takes to prep and / or assemble a product. • Upto 5 mins / products - No Fee • 5 mins+ Request Quote
Product Styling	<ul style="list-style-type: none"> • Factors that affect this charge... <ol style="list-style-type: none"> 1. How long it takes to style your products prior to photography 2. Special supplies and expertise required to style the product 3. Your specific styling requirements <p>*The cost for styling can vary considerably</p>
Product Layout	<ul style="list-style-type: none"> • This charge could be applied on a per piece basis. • If a product has 40 pieces that needed to be laid out on the photography table, each piece may be charged • This charge could also be based on the time it takes to layout the product components.
Set Construction	<ul style="list-style-type: none"> • The rate charged depends on... <ol style="list-style-type: none"> 1. The set design 2. The materials and people required to construct the set 3. The additional products required to be included in the set 4. It is difficult to define a range of set costs – could be £50 to build the set or £3000 – depends entirely on your requirements and the products that you are displaying in the set.
Lifestyle Images	<ul style="list-style-type: none"> • These charges depend on the product and the lifestyle scenario. Here are some factors that affect the cost. <ol style="list-style-type: none"> 1. The expense of having people model and / or use the product. 2. The cost of putting the product on a prop – a model, manikin, a vehicle 3. All costs associated with creating a set (see ‘Set Required’]. 4. In general, if your images require a set to be built, consider the extent of the set (people, other products, design, and construction) and estimate the cost.
Speciality Images	<ul style="list-style-type: none"> • These charges would be based on the time it takes to switch the studio and equipment around in order to capture the image view and be reflected as an additional.
Group Images	<ul style="list-style-type: none"> • These charges will almost always be by the image and will depend on the number of products in the image, the time it takes for the photographer to layout the products on the table, and the photographer’s time capturing the image.

Common Aspect Ratio Size, Image Size and Photograph size

Aspect Ratio

The aspect ratio of an image is the proportional relationship of the width to the height. You will recognise it as two numbers separated by a colon in an x:y format. For instance, a 6 x 4 inch image has an aspect ratio of 3:2. An aspect ratio does not have units attached – instead, it represents how large the width is in comparison to the height. This means that an image measured in centimetres will have the same aspect ratio even if it was measured in inches.

Aspect ratios are a critical part of web content because images need to be uploaded at different aspect ratios for different uses, like desktop vs. mobile or blog vs. social media.

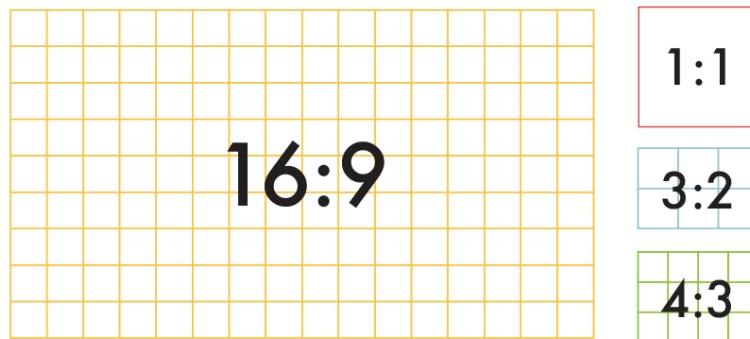


Image Size

Unlike aspect ratios, image size determines an image's actual width and height in pixels. It is important to realise that two different images that have the same aspect ratio may not have the same image size, or dimensions. For instance, an image sized at 1920 x 1080 pixels has an aspect ratio of 16:9, and an image sized at 1280 x 720 pixels also has a ratio of 16:9.

Note: Don't confuse **image size** with **image file size**. Image file size is measured in bytes according to how much space it takes up on a disk or drive

1920x1080 px	HDTV format, presentations, social media cover images. 16:9 ratio.
1280x720 px	HD format, seen in photography and film. 4:3 ratio.
1080x1080 px	Social media posts and profile pictures. 1:1 ratio.

Phot



Different sizes work in different environments; display larger prints or posters to bring attention to an event or service, and reserve smaller prints for display in homes or on a counter space.

Printed images and photos are usually measured in inches, although you might see centimetres used in some countries.

4x6 or 5x7 inches	Standard photography sizes
8x10 inches	Portraits and larger art prints
8.5x11 inches	Flyer size for events and ads
12x18 or 18x24 inches	Standard poster sizes
24x36 inches	Displaying outdoor ads

We look forward to hearing from you.

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