



# COMMERCIAL

IMAGE LED SOLUTIONS | VIDEOGRAPHY | PHOTOGRAPHY

 **COMMERCIAL**

EVENTS | MEDIA & EDITORIAL | BRANDING | WEB & SOCIAL MEDIA  
| MARKETING & LIFESTYLE | THE CORPORATE PORTRAIT



## ABOUT LIFE PORTRAITS COMMERCIAL

LP Commercial provides the best image led solutions and customer service experience across Australia through our network of dedicated photography and videography specialists. With over 35+ years of combined experience, Andy & Em guarantee a professional service and a fun experience for all their clients.

We provide world class imagery and social videography that encapsulates brand identity and core values for a broad range of business needs including:

- Web and social media marketing
- Lifestyle marketing
- Media and editorial distribution
- Event coverage
- Branding
- Corporate portraiture

We understand that simply creating stunning imagery for your business isn't enough, the best imagery in the world is useless unless it also encapsulates your brand identity and core values.

And that is where we believe we are different from so many other commercial photographers out there. As well as being expert photographers, our two founding partners have first hand experience as brand guardians bringing a greater understanding of brand needs to our client work.

We believe our background in Design and Marketing-Communications coupled with our skills as photographers makes us the ideal choice for any brand conscious organisation seeking imagery, and our clients agree...

“ I have contracted them for several shoots both domestically and internationally for both editorial and advertising purposes. Their professionalism and attention to detail are second to none. They execute a brief with a surgeon's precision and are a pleasure to deal with in the post production process. They also have a great creative eye which makes their work standout. ”

**David Wasserman**  
**Managing Director Wasamedia Pty Ltd**

“ At all times we have found their services to be delivered to the highest professional standards. The team show a depth of understanding of briefs which they have always delivered and often surpassed on, so much so that some of our magazine editors and advertising staff regularly recommend LP's services to our advertisers and clients. Poor service by them to our clients would be highly impactful upon us so this is something we simply would not do unless we were 100 percent confident of their abilities and professionalism. ”

**Melanie Robertson**  
**Marketing Manager Intermedia Group**

“ The LP team have proven themselves to be versatile and highly competent in delivering high quality images from a range of developments and sometimes under challenging conditions. The team always communicate well in the lead up to and after each commission. They always deliver on our briefs and perform above and beyond our expectations at a very competitive price. ”

**Rachel Stevens**  
**Marketing Manager - Tomkins Builders**

“ Emily and Andy are an absolute pleasure to work with. They are both very professional and went above and beyond to deliver me the best videos and photos for my business. We have had such a great response from using the content they have created for video and content marketing on our website and on social media! I wouldn't go anywhere else! ”

**Tom Bailey**  
**Director of My Vitamin Packs**

## OUR SERVICES

We offer a broad range of photographic styles and services to meet the needs of all of our clients. Our key areas of expertise are detailed in the following pages and include:

- General marketing lifestyle photography
- Corporate & annual report imagery
- Commercial headshots in both studio & on location settings
- Construction, architectural & interiors
- Food & drink photography
- Product photography
- Media & Public Relations photography
- Film production photography
- Event photography
- Drone aerial photography/videography & geo-mapping services
- Videography - Marketing, promotion, social media
- Business Marketing Subscriptions

**Some of our valued clients include:**







Creating an ongoing, steady stream of social media content is a must for almost all businesses in today's fast paced world. But making that content takes time, resources and expertise, making it hard to keep up with the demands of social media marketing.

Here at LP Commercial Photography we are helping companies and businesses overcome this issue by providing a simple to understand, highly affordable video and photography subscription service.

The packages below are aimed at providing you with targeted, quality social media content which you can then regularly distribute out to your audiences. You can even spread the cost of your annual content creation over 6 or 12 monthly payments or save money by paying your full annual subscription up front in one annual payment.

Our **platinum members** receive:

- 24 videos per year
- 120 images per year

For an upfront cost of \$6000/year

Per month inclusion:	Silver: \$400/month*	Gold: \$600/month*	Platinum: \$6000/year* Per month:
Pre-shoot brief planning	✓	✓	✓
1 videography & photography session allocated a month	1 hour on site	1.5 hours on site	1.5 hours on site
Travel up to 50km from Brisbane CBD	✓	✓	✓
High resolution images included	5	5	10
Social media video 15-30 seconds long	1	2	2
Number of re-edits per video	1	2	2
Our time: Planning, travel, shooting, post production	5 hours	7 hours	7 hours

\* Please refer to the next page for all terms & conditions of these packages. Monthly packages are a 6 or 12 month contract.





## VIDEO/PHOTOGRAPHY MARKETING PROMOTIONAL PACKAGES

Promote your business the right way, with professional images and/or a promotional video that sells your brand to your intended audience. Our video/photo packages include travel of up to 100 km/day to and from your location from Brisbane CBD (additional travel will be charged at 50c/km or at cost if flights or other transport is required). Videos are produced and supplied at 1080HD and web ready and images are supplied at 300ppi.

We cater to suit the needs of all of our clients, if these packages do not suit your business' needs please let us know and we can customise a package for you.

### Package 1: Stills only - \$800

- Stills only - 15 edited high resolution images (Up to 4 hours photography with basic post production).

### Package 2: A little bit of both - \$1200

- Up to 3 hours photography/videography
- 10 high resolution images
- 1 x 30-45 second video

### Package 3: Video Only - \$2000

- Half day video shoot (up to 4 hours)
- 4 x 30 second videos (approx)

### Package 4: Full day - \$3500

- Full day photography and video shoot (8 hours) on location
- Up to 15 edited high resolution images
- 2-3 minute promotional video

### Package 5: The best of everything - \$5500

- Full day day photography and video shoot on location (1 location - 8 hours)
- Up to 30 edited high resolution images
- Up to 3 minute promotional video
- 3 x 30 second themed promotional videos

**Package 4 & 5** represents one photographer and one videographer on site for one full day, plus one day of image processing and two days of video editing plus pre-production meeting with client to discuss needs and shoot content = 5.5 days work.

### Inclusions/Extra Costs

- Video allows for one round of changes, thereafter charged at \$70/hr
- All graphics/logos are to be supplied if you require them in your video
- Videos are supplied with a royalty free song - included in your package cost
- Additional image post production is charged at \$65/hour
- Additional high resolution images are \$50 each on top of any of the image packages
- Extra day filming \$1200/day
- Additional edits or 1 minute themed films \$300 per re-edit





## KEY SERVICES



### CORPORATE HEADSHOTS

A good quality business portrait that reflects the character of your business, yourself and your employees is critical these days.

All too often the first impression a potential client or customer will receive from you is through online research on your own website, or through your social presence on Facebook and LinkedIn. You need to make the best possible first impression with the best possible imagery.

If you are a public speaker, industry leader or commentator, headshots will also be required for marketing and media usage.

LP Commercial Photography will create exactly the image you require and we have the experience of working with staff and personalities at all levels from employees to major CEO's and political leaders. Our team are experts in settling people in front of the camera and creating

striking, impacting and 'on message' portraiture for your business in a cost effective way.

#### PRICING

We can come to you either to set up a full studio in your premise to minimise staff down time or to photograph at any location of your choice creating interesting backdrops for your portraits from your daily working environment.

#### Individual Commercial Portrait Sessions

\$150 booking fee which includes one image fully processed and licensed to you. \$75 per high resolution digital file thereafter.

#### Team Commercial Portrait Sessions

\$150 booking fee and \$75 per high resolution digital file thereafter.

\*On location portraits up to 50KM from Brisbane CBD (travel quoted thereafter).



NOT ONLY IS IT CRITICAL FOR YOU AND YOUR TEAM TO MAKE THE BEST FIRST IMPRESSION FROM YOUR PORTRAITURE, YOUR BUSINESS/COMPANY NEEDS TO MAKE THE BEST IMPRESSION POSSIBLE THROUGH ITS MARKETING MATERIAL, WEBSITE, PRESS MATERIAL AND ANNUAL REPORT.

## CORPORATE IMAGERY

Stunning imagery that accurately communicates your company's personality and value is critical. On average, potential customers will spend no more than six or seven seconds on your website while browsing, unless there is something to hold their attention. Strong imagery is one of the key elements that can convert a casual browser into an interested viewer and a potential customer.

Brochures, flyers, and posters also require the same level of imagery to capture the viewers attention, making them stop and take time to find out more about your company. This is done by presenting a product or lifestyle in a way that creates the desire for further interaction with your company. That's where we come in... working with you and your marketing team to create exactly those images and exactly the right look and feel for your brand.

Similarly, the correct images for your PR campaigns can turn a small story into a page grabber. Having been published in magazines and newspapers in the UK, Asia and Australia, LP can work with your PR team to create impactful images that both satisfy the needs of the media while still communicating your core brand values and story.

In addition to standard still images we also provide drone based aerial photography and videography with a fully qualified and licensed drone pilot.

### PRICING

Every job is different which is why we quote each job on its own merits. We take into account the time required on site as well as post production time, the team required to get the job done and the equipment required.

As a guide our lead photographers fee is \$1000 per half day (4 hours) and \$1800 per day (8 hours) on most standard commercial shoots and this includes requested images, all basic processing and standard equipment. The fee covers the cost of staff time, experience and equipment in taking the images you require.





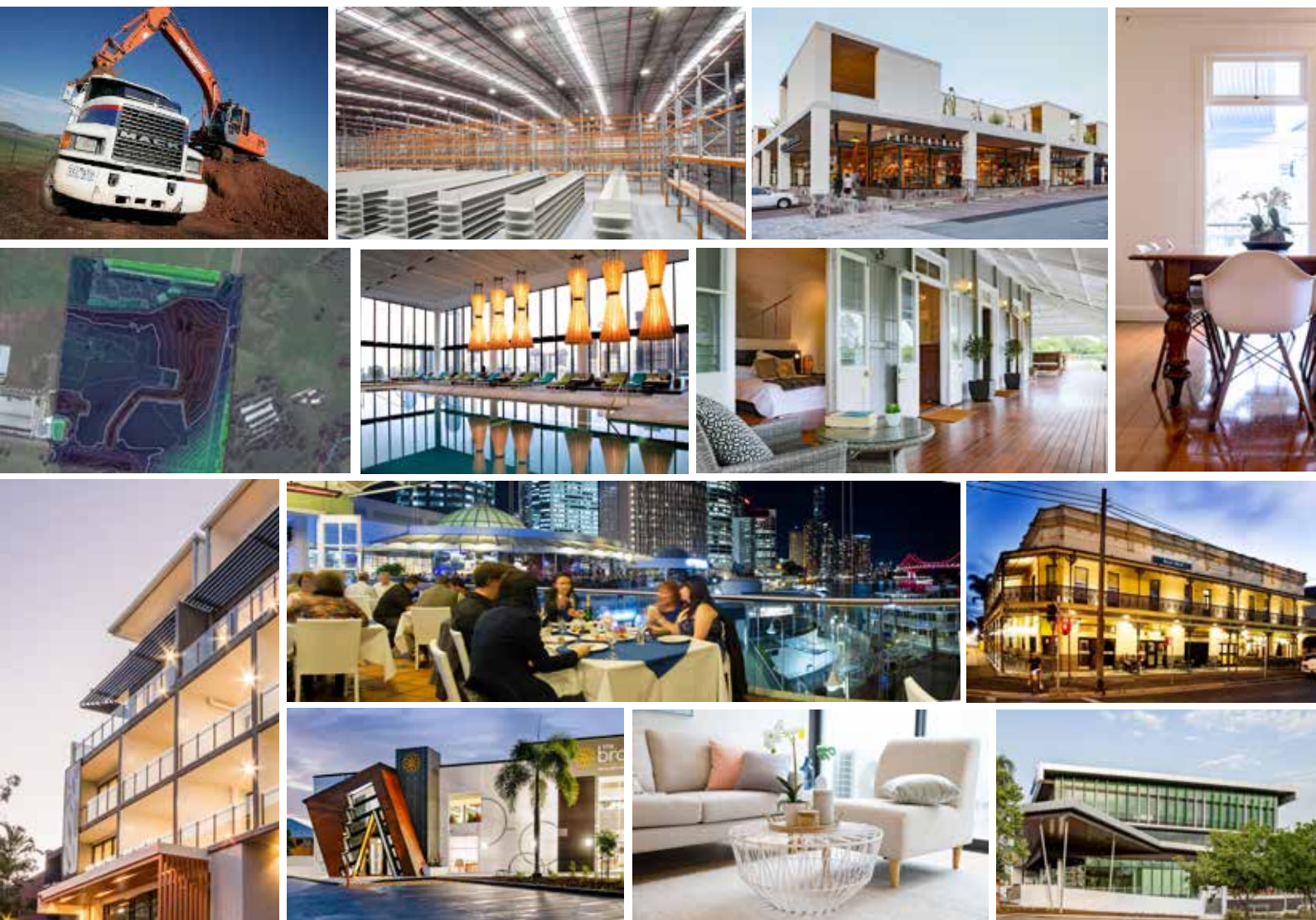
## CONSTRUCTION INDUSTRY, ARCHITECTURAL AND INTERIORS

With current and past clients including Acciona Energy, RioTinto, AV Jennings and Tomkins Construction we offer a range of specialist services in the building, construction & architectural industries. We offer high quality site photography, architectural photography of finished developments and magazine quality interior and exterior imagery.

In addition we also offer a range of drone based services utilising a fully licensed drone operator. These services include:

- Aerial photography
- Specialisation in widescreen panoramas. - Aerial video (2K and 4K @ 24-30 FPS)
- Aerial mapping including
- Large area orthomosaic/orthophoto stitching (single high-res photo of large site)
- Digital surface modeling (DEM),
- Topographical mapping and 3D virtual model creation (with ability to import to CAD as mesh).
- Aerial inspections including construction and development site progress inspections,
- Site inspections
- Site plan modelling and inspections of infrastructure
- Near infrared (NIR) surveys to produce NDVI imaging of golf courses, pastures, crops, fields, reserves, etc.

All drone and aerial work is quoted on a job-by-job basis. Lead times may be required to secure flight permissions due to localities and proximity to airfields etc to comply with flight and legal regulations.







## FOOD AND DRINK INDUSTRY

We work hand in hand with your chefs and food technicians to create beautifully composed and styled food images combining your teams masterful cooking and presentation with our skills in lighting and retouching.

We can provide our own styling, bring in an independent food stylist or work hand in hand with your people to make sure we capture images that reflect the succulent and delicious beauty of your food. LP Commercial ensure that every image takes the viewer on a journey of sensory delights.

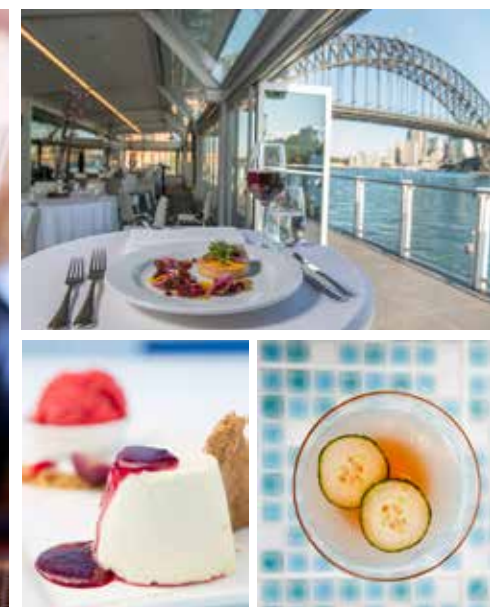
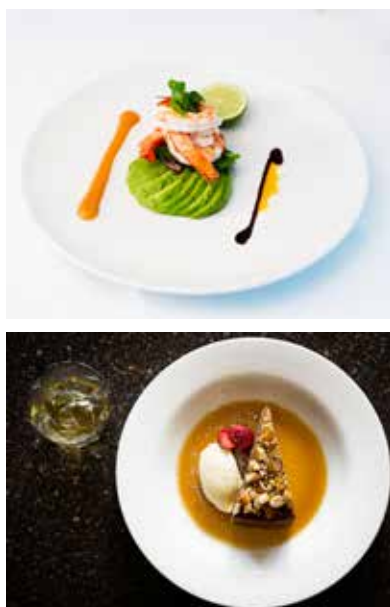
We have worked closely with numerous clients large and small in the food and drink industry including Sydney food publicist Wasamedia with a range of their clients, Bars and Clubs Magazine, Schweppes and Bicardi Lyon.

Food and drink is one of our great passions. We deliver a relaxed and enjoyable shooting atmosphere in what can often be a high pressure situation where dishes can sometimes only be at their best for very small time scales, making sure we deliver every time.

### PRICING

Every job is different which is why we quote each job on its own merits taking into account the time on site as well as post production, the team required to get the job done and the equipment required.

As a guide our lead photographers fee is \$1000 per half day and \$1800 per day on most standard commercial shoots and this includes all basic processing of images and standard equipment. The fee covers the cost of staff time, experience and equipment in taking the images you require.



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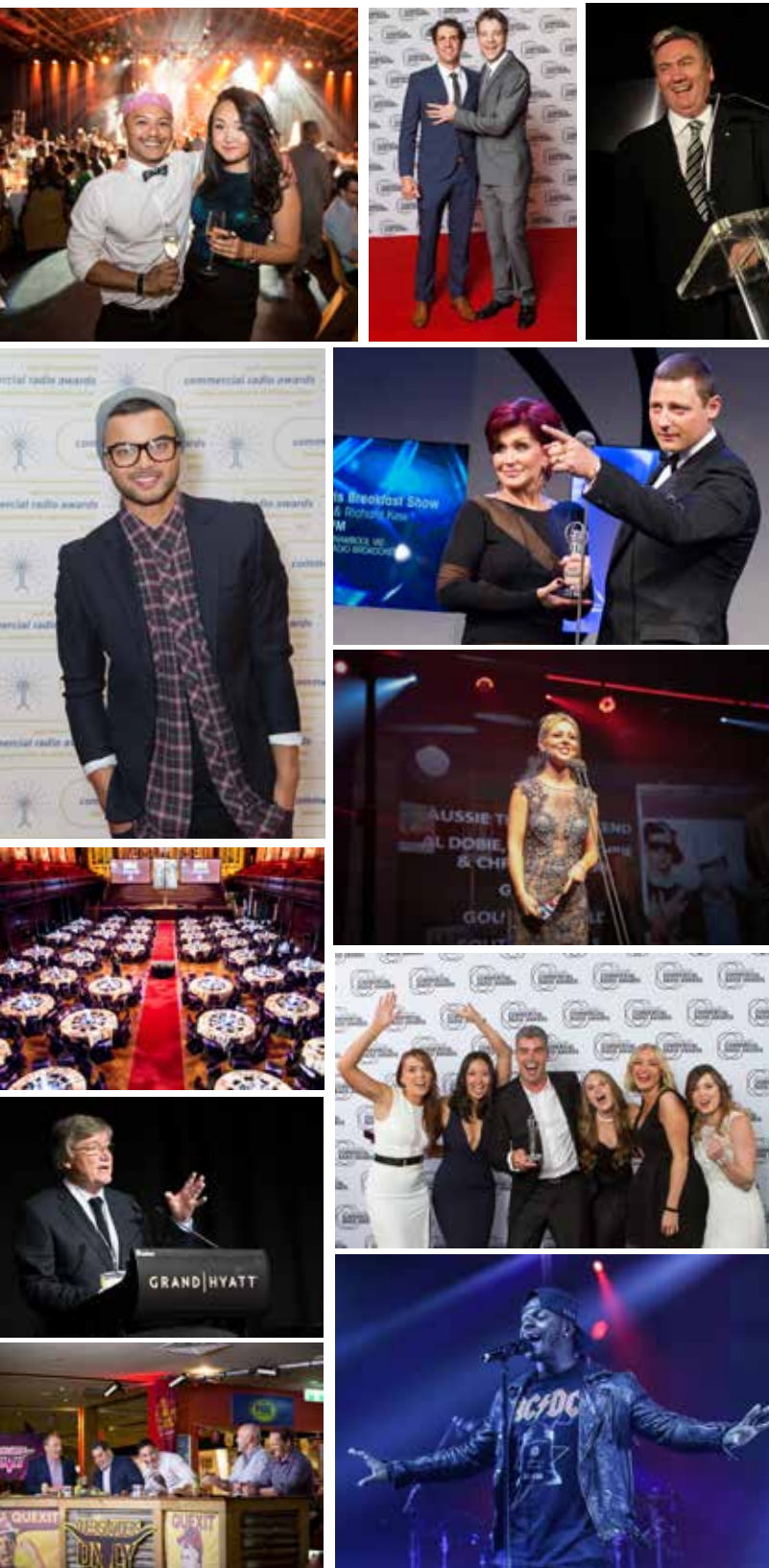
WWW.LPCOMMERCIAL.PHOTOGRAPHY



0415 562 045



EVENT PHOTOGRAPHY IS A FAST PACED, HIGH PRESSURE ENVIRONMENT WHERE THE BEST SHOTS HAPPEN IN A FLEETING MOMENT AND YOU NEED PHOTOGRAPHERS WITH THE SKILLS AND KNOWLEDGE TO REACT TO THE UNFORESEEN AND DELIVER DESPITE OFTEN CHALLENGING LIGHTING CONDITIONS.



## EVENT PHOTOGRAPHY

From small launch events to major award evenings, we deliver fast pace high quality imagery ready for media and attendee distribution as well as your ongoing marketing needs and sponsor use.

Our consistent quality approach has ensured us retaining high profile events year after year including:

- The Commercial Radio Australia Annual Conference
- The Australian Commercial Radio Awards
- The Australian Liquor Industry Awards
- The Australasian Hotel Management Awards by HM Magazine
- The Australasian Hotel Industry Conference and Exhibition & many more

As well as delivering high quality images for multiple uses from the events, for some clients we also establish online review and distribution services for media, attendees and sponsors. We can also provide on the day near real time processing ensuring media images are delivered to the press within minutes of being taken.

### PRICING

Our basic rate for Event Photography is \$200/per hour for the first two hours (two hour minimum price) then \$185/per hour there after for a single photographer with image delivery within 24 hours. Additional requirements and staff are quoted on a job by job basis.







## PRODUCT PHOTOGRAPHY

LP Commercial are your product photography specialists. We photograph products on location or in studio using professional lighting setups.

### WHAT IS INCLUDED?

- Commercial quality photography of your products
- Photo retouching to correct minor imperfections
- High resolution files for print and web use
- Online delivery. Delivery by post of an image disc \$10
- Pick up and delivery of products to clients within 30km of Brisbane CBD (dependent on size and quantity)

**Turnaround** will vary depending on the complexity of the items but will be between 5-10 working days. Express Service of two working days is available at an additional 40% of total fee. Express Service is subject to availability and must be specified as a requirement at the time of booking.

### Additional Costs:

Deep Etching +20% of image cost  
 Reflective / Transparent images +50% of image cost (due to additional lighting setup time & post production)

### Studio or on-site:

Prices are based upon either use of our studios space or coming to you and working on-site. For businesses based up to 40km from Brisbane CBD a one off on-site fee applies of \$110. Companies based outside 40km of Brisbane will be quoted independently.

### PRICING

We will quote independently for each commission before accepting a job. The prices below are indicative only and may vary slightly due to the simplicity or complexity of the items being photographed and whether images are to include single or multiple subjects. Prices are Exclusive of GST. Minimum order fee = four images. Fee is by the number of images ordered or the number of products photographed, whichever is the greater.

Number of images	Small Products	Large Products
4-10	\$45/image	\$60/image
11-20	\$40/image	\$45/image
21-40	\$30/image	\$40/image
41-100	\$25/image	\$25/image
101-200	\$20/image	\$25/image
200+	\$15/image	\$20/image



## LICENCING

Under Australian Copyright Law on a commercial commissioned photography job the photographer retains copyright on the created images. As a result the images are licenced for certain uses to the commissioned client. Licence charges vary depending on the usage of the image.

An image licence does two things. It lays out a two way agreement between the photographer and the client as to how the image may be used protecting both parties from

potential misuse of an image. It also puts an intrinsic value on the image. For example, a head shot taken for your website will not cost as much as a headshot which is going to be used in a multi-million dollar global advertising campaign even though both may take the same time to photograph. Fee covers the time, experience and equipment used. Licence charge covers the intrinsic value of the image the photographer creates.

While a licence usage agreement is always required, not all jobs will

incur licensing charges over and above the base fee for a job. This is why we quote for each job individually to enable us to be completely transparent in our pricing and costs.

Life Portraits charge licensing fees in line with the Australian Institute of Professional Photographers guidelines. The licensing of an image is an important part of supply of professional copyright and is a two way agreement protecting both the photographer and client from the misuse of images.

## TRAVEL, ACCOMMODATION AND EXPENSES

Our fee includes allowance for travel of up to 100km from Brisbane CBD free of charge. After the initial 100km, travel by car is charged at 60c/km or by negotiation if total travel exceeds 400km. Where paid forms of travel are required (Flights, hire cars, taxis, ferries etc) all are

charged at cost as are parking and other out of pocket expenses required by a commission. We are more than happy for clients to book such travel arrangements themselves to allow them to capitalise on any money saving arrangements they have in place. Otherwise large expenses such

as flights will be invoiced and paid in advance. Where any commercial booking exceeds \$5000 in cost 25% of the total cost of the commission will be charged in advance as a booking fee and deducted from the final invoice.

## DELIVERY OF YOUR IMAGES, TURNAROUNDS

Images will be delivered in the clients preferred file type, colour space and resolution and can be done electronically or on USB or Hard drive. In general we seek to turn around photography

within seven working days from the photoshoot but this can be shortened by agreement. Where necessary on press and PR jobs images can be turned around same day for media distribution.

Dependent on the size of the job and the speed of turn around required additional charges may be incurred.

## CONTRACTS

Full details of terms and conditions including cancellation details etc can be found in our contracts. Every commission requires a contract to be signed before the booking is confirmed.



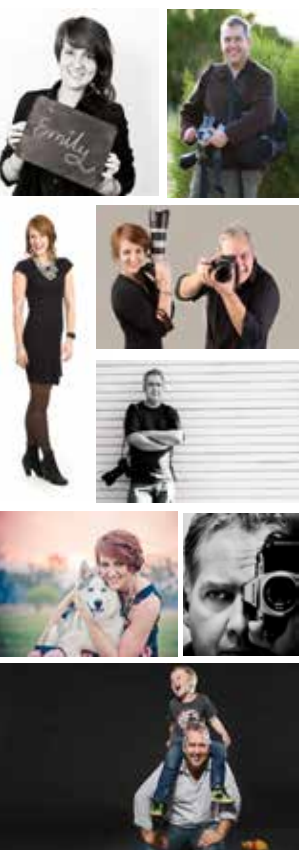


### TERMS AND CONDITIONS

1. Images & videos are licenced for website, social media and editorial use for an unlimited time period.
2. Each monthly session must be used each month and cannot be banked. Additional video and photoshoots will be charged at LP Commercials normal rates -10% for annual subscribers.
3. Where locations for filming and photoshoots are further than 50km from Brisbane CBD travel will be charged at a set rate of 65c/km.
4. Where the commission takes longer than the quoted time and where reasons for that extra time are outside of the photographer's control, additional hours, or any part thereof, will be charged at \$150/hour.
5. The silver and gold packages are a contract of 6 or 12 month. This is an ongoing payment each month until their contract ends. This cannot be cancelled.
6. The Photographer shall not be liable for any legal action, claim or damages resulting from or arising out of the publication of photographs or other use by the Client. The Client shall indemnify the Photographer against any claims and/or damages against them, including reasonable counsel fees arising from the Client's use of the photographs and the Photographer's use of the material on instruction from the Client.
7. The Client is responsible for having its authorised representative present during all 'shooting' phases of the assignment. If no representative is present, the Photographer's interpretation of the brief will be accepted as correct by the client. The Client is bound by all approvals and job changes made by the Client's representatives. Unless a rejection fee has been agreed in advance, there is no right of rejection.
8. Life Portraits and LP Commercial maintains all copyright to commissioned photography and videography and will issue appropriate, non-transferable licenses to the client booking the package. LP maintains the right to use images for promotion of the business but undertakes not to use images for commercial sale during the period of copyright license without discussion with the client. Additional licenses for an entire shoot or individual photographs may be purchased on request.
9. The Client shall not electronically or by any other means, methods or processes, whether now known or hereafter developed, in any manner use, scan, reproduce or copy any image in whole or in part except as may be otherwise expressly stated in their licence agreement. The Client shall not electronically or by any other means, methods or processes whether now known or hereafter developed, in any manner retain, store, use or alter any image in whole or in part, except as may be otherwise expressly stated in their licence Agreement.
10. Life Portraits and LP Commercial reserves the right to alter the final cost of the job should the commission vary significantly from the description/brief given at time of quote.
11. Commissions may be cancelled at anytime, but cancellation within five working days of the shoot may incur a charge of up to and equal to 50% of the photographers and crew members fee - to recoup income from lost bookings - as well as 100% of any costs incurred by the photographer in preparation for the booking. If cancellation is made within two working days of the shoot date a cancellation fee of 75% of the photographers and crew members fee will apply. In the case of repeated postponements due to weather, a cancellation fee may be incurred at the discretion of the photographer. Cancellations fees will be charged at the discretion of Life Portraits and LP Commercial Photography
12. The Photographer will charge 100% fees, charges and expenses for any re-shoot requested by the Client.
13. Signing this agreement indicates acceptance of all of the above terms and conditions.
14. No refund will be given to Platinum clients who cancel their subscription before the end of their one year subscription.
15. The client may copy and store images for the duration of the licence agreement but must delete all images at the end of the licence agreement.
16. The client may not give, gift or sell images to any third party without the written permission of Life Portraits and LP Commercial Photography.
17. Breach of any of the above terms may incur further fees and possible legal action.







## MEET EMILY

Emily has been passionately involved in the photography and graphic design industry for the past decade. She is an enthusiastic creative with a Bachelor of New Media Arts, double major in Digital Media Design and Digital Imaging under her belt.

During this time, Emily has been awarded with the Young Achiever Award, Best Marketing and Public Relations Campaign and many photography awards.

She is a respected graphic designer in her own right with a wealth of experience working within local government, internally for companies such as Rio Tinto and Glencore and in the private sector.

## MEET ANDY

Andrew has a wealth of knowledge and skills from his diverse careers over the last 30 years.

Starting out as a photo-journalist he has held roles as a head press officer for large UK Government agency, been the first head PR for Maxxium UK premium alcohol, been the Associate Director of Harrison Cowley and later launched his own freelance photography business utilising all of these skills.

Andrew has been awarded nationally and internationally for his work. During his career Andrew has worked with major brands including Land Rover, William Grant and Sons (Glenfiddich) and the UK National Lottery.