

## Estimate

Simon Fremont Photography  
Chelmsford,  
Essex  
CM2

## Estimate

Small Communications Agency

<AT>

Date	Advertiser	Product/Service
14th November 2017		25 Images

Client	Photographer	Shoot Dates
	Simon Fremont	1st - 2nd December

Estimate No.	Usage	Description
20171114-001	Media: Printed materials, Social media, web, Tube Ads Billboards Region: London Term: 5 Years	Images to re-brand Broadgate Estate London, including exterior and Interior images of properties.

### Important Information

These costs maybe subject to change once photography brief is confirmed  
Additional hi-res files are charged at £40.00 per file (if bulk files of 20+ are ordered then the cost file can be reduced to £32.00).  
Locations and location permits to be arranged by Small Communications Agency  
A full shooting day is up to 9 hours (inc. set up, break down and a lunch break).  
We require 100% of estimated expenses before commencing production.  
This estimate does not include VAT.

Item	Description	Qty	No. Days	Unit Cost	Amount £
Photographers Fees & Photographic Expenses					
Shoot Fees		1	2	600	£1,200.00
Recce Fees	2 hour consultation meeting prior to shoot to confirm final requirement	1	1	80	£80.00
Digital Capture	Image capture, kit, edit, digitally archive & deliver low-res files for previewing from each shoot day	1	2	40	£80.00
Post Production	Process, colour correct, light retouching, deliver final selected hi-res files	1	2	400	£800.00
Equipment & Lighting Hire		1	2	215	£430.00
Crew					
Photographer's Assistant	1st and 2nd assistants	1	2	300	£600.00
Sub-total					£3,190.00
Usage:					
Item	Description	Qty	No. Years	Unit Cost	Amount £
Usage Fees	Usage as above.	1	5	750	£3,750.00
Estimate Total					£6,940.00