



JORDAN HEFLER

Services & Pricing Guide

2024

NOW OFFERING STUDIO SESSIONS



After years of doing shoots exclusively on location, I am excited to now offer a small studio space with controlled lighting, seamless backdrops, and tethering technology for instant image proofing.

COMMERCIAL • PERSONAL • BANDS • FASHION • EDITORIAL • PRODUCTS
LET'S GET CREATIVE!

COMMERCIAL PHOTOGRAPHY

Marketing + promotional imagery for your brand

STARTING AT \$600

\$600 FIRST HOUR · \$275 PER ADDITIONAL HOUR
MINIMUM OF 20 EDITED IMAGES PER HOUR

CONTENT KICKSTARTER · \$1,150

3 HOURS · 60+ FINAL EDITED HIGH RESOLUTION IMAGES

HALF DAY · \$1,700

5 HOURS · 100+ FINAL EDITED HIGH RESOLUTION IMAGES

FULL DAY · \$3,075

10 HOURS · 200+ FINAL EDITED HIGH RESOLUTION IMAGES

MAX FLAT DAY RATE · \$3,500

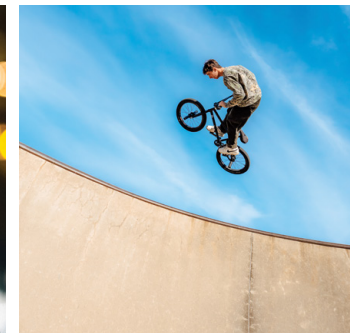
10+ HOURS · 250+ FINAL EDITED HIGH RESOLUTION IMAGES

On location or in studio. Add-on hours must be shot same day. Time includes meal breaks for shoots lasting more than 5 hours.

Usage rights for social media, website, press, and personal printing included. Licensing per image or per gallery for additional advertising usage available upon request.

Files delivered via digital gallery with download code. Digital gallery includes access to order products through a professional online print store.

Additional retouching fees for commercial work is contingent on the project, please inquire for details. Sales tax will be added to all packages.



PORTRAIT PHOTOGRAPHY

Visually translating your identity + stories

STANDARD SESSION • \$600

1 hour · Up to 2 outfits · 1 location or in studio

Minimum of 20 edited high resolution images to digitally download

Option for further retouching on 2 selects

Additional retouching requests · \$50 per image

\$275 per hour add-on · 20 edited images + 1 retouched select per hour added

TEAM HEADSHOTS • \$600

In studio or 1 location · Minimum of 3 people required

\$600 base cost for first 3 people · \$100 per person add-on

Per person: 1 outfit · Up to 20 mins · Up to 10 edited high resolution images

Option for further retouching on 1 select each

Additional retouching requests · \$50 per image

**Please inquire about adding group shots · Studio backdrop can only fit 3-5 people*

INDIVIDUAL HEADSHOTS • \$350

Up to 30 mins · 1 outfit · **IN STUDIO ON SELECT HEADSHOT DAYS ONLY**

Minimum of 10 edited high resolution images to digitally download

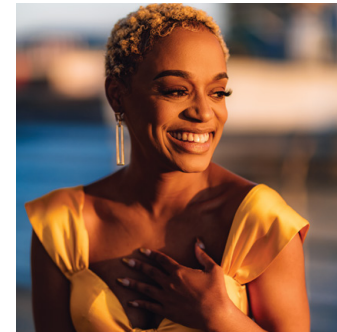
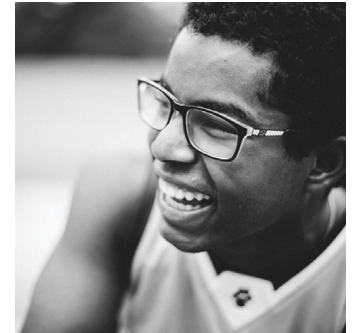
Option for further retouching on 1 select

Additional retouching requests · \$50 per image

**Please inquire about next available studio headshot date*

**Requests for on location or different studio date must book 1 hour Standard Session*

Usage rights for social media, website, press, and personal printing included. Licensing per image or per gallery for additional advertising usage available upon request. Your digital gallery includes access to order products through a professional online print store. Additional hour/people add-ons must be photographed same day. 2 additional outfit changes included per hour add-on. A non-refundable deposit of \$200 is required for all portrait bookings. Sales tax will be added to all packages.



ADDITIONAL SERVICES

Please inquire for more information

IMAGE LICENSING

Brands seeking to use images for marketing purposes will have licensing fees depending on the scope of intended use. Licensing costs may vary, but typically start at \$300 per image or \$1,750 for full gallery. More licensing info can be found on the next page.

MUSIC PHOTOGRAPHY

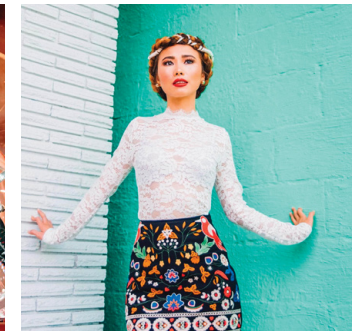
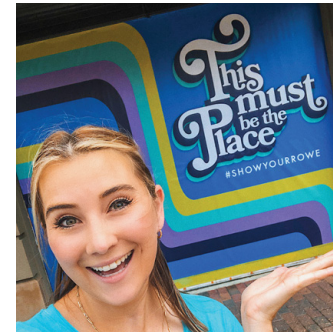
Need live concert coverage or promo images? I have photographed bands of all genres and worked on marketing teams for SXSW, Voodoo Music + Arts Festival, Vans Warped Tour, Manship Theatre and Baton Rouge Blues Festival. I would love to work with you!

EDITORIAL PHOTOGRAPHY

Have an editorial assignment for your publication? I have published experience in fashion, food, portrait, event, and sports photography. Let me know what you have in mind!

GRAPHIC DESIGN · CONTENT CREATION

I worked as a graphic designer for years and have worked on projects as a content creator and/or influencer with companies of all sizes. I take on a limited number of these opportunities each year and am happy to chat if you think my aesthetic is a good fit!



FREQUENTLY ASKED QUESTIONS

WHAT CAN I USE MY IMAGES FOR/WHAT IS IMAGE LICENSING?

As a photographer, every image I create falls under my initial copyright. **When you pay me to create these images, you are not paying to actually own the images, you are paying for my time to shoot and edit the images.** I choose to already include usage for social media, website, press, and personal printing in my shoot fees. If you want to use these images for advertising outside of that, it is customary to license the images for a separate fee- you are essentially buying the rights to the images for specific usage. Examples include but are not limited to: billboards, album covers, merchandise, menu signage, product packaging, magazine advertisements, anything requiring a media buy, etc. Usage will be outlined in a contract based on number of images and scope of use.

WHAT IS THE BOOKING PROCESS?

After receiving your inquiry, I will discuss your vision with you over email or via Zoom/phone call if requested. After confirming the quote, we will finalize a date and time and I will send a Google Calendar invite and invoice. This invoice can be paid online or via check. If you are booking a commercial shoot, I will send a contract to be signed and returned before moving forward. A non-refundable deposit of \$200 is required to secure all portrait shoots. If there is a location fee, it will be added to your invoice.

WHAT IS YOUR EDITING PROCESS?

I spend a lot of time manually editing every image myself and take stylistic choices very seriously. After your shoot, I will go through all of the images and choose the best shots (basically everything that's in focus and not a duplicate!) From there I do initial enhancements which can include cropping, color correction, editing out that giant obvious zit on your forehead, etc. I include those initial edits in my shoot fee and when I send your gallery I'll ask if you want further retouching on any selects. This can be skin smoothing, editing that orange cone out of the background, fixing your hair flyaways, etc. I strive to keep my images looking fairly realistic and will let you know if I cannot fulfill your editing requests due to it looking too unnatural. I edit everything in my colorful style and choose a few to also put in black and white unless otherwise requested.

WHEN DO I GET MY IMAGES?

You will receive your final edited images within 2 weeks of your shoot date unless otherwise discussed. Images will be delivered via online proofing gallery with a password to download. You can also order prints from a professional lab through this online gallery.

WHAT IF IT RAINS?

If your shoot was planned for an outdoor location and it rains, we will be in touch and work together to make the appropriate call for a reschedule date. I don't want my camera gear to get ruined in the rain any more than you want your hair to get wet for your pictures!

DO YOU TRAVEL?

I am based in Baton Rouge, Louisiana, but am available for travel! Shoots occurring outside of the Baton Rouge area may result in travel fees.

WILL YOU SHOOT MY WEDDING?

No.

OTHER HELPFUL INFO

I PREFER TO COMMUNICATE THROUGH EMAIL

I don't check social media messages and prefer to keep text messaging to a minimum when scheduling/discussing the shoot for organizational purposes. If we ever speak on the phone, I will likely ask for your email so I can recap what we just discussed in writing. I can be reached via email at jordan@jordanhefler.com

DON'T BE LATE AND STAY IN TOUCH!

I know I just said to email me, but in the event of an emergency the day before or the day of your shoot, PLEASE call or text me at 337-513-8484. I often book shoots back to back and if you are running late or something happened I need to know ASAP. Emergencies and no-shows rarely happen, but when they do I handle them on a case-by-case basis. Try to respect not only my time but the time of people booked after you by being prompt and ready to shoot. I will do the same for you!

I PRIORITIZE WEEKDAYS WHEN SCHEDULING SHOOTS

I work on shoots of all sizes with people across many industries at all times of the day. My profession already gives me an unconventional schedule as it is - please try to work with me on booking your shoot Monday-Friday so I can keep weekends open for events and my sanity!

I PREFER TO BE PAID BY CHECK OR ONLINE

For accounting purposes, please pay your invoice by check or online via the link I send you. I do not accept Venmo, CashApp, or in-person credit card transactions. I do accept cash. If you're mailing me a check, the terms are Net 30 from the invoice date.

YOU SHOULD WEAR WHATEVER YOU WANT FOR YOUR PHOTOS

People always ask me what they should wear for their shoot - I always say whatever you're comfortable in! It will never matter to me what you are wearing, as long as you are confident and happy. My only tips are that solid colors tend to photograph the best and small prints like gingham, stripes, seersucker etc. do not translate well on camera.

PLEASE CREDIT ME WHEN YOU USE THE PHOTOS

Credit is not required but greatly appreciated when possible. The best type of marketing is word of mouth and credit bylines, social media tags, and client referrals are how I stay in business! Feel free to tag me when you post - I am @jordanhefler everywhere online.

THE MORE DETAILS I HAVE ABOUT YOUR SHOOT, THE BETTER!

I am used to showing up to shoots with no idea about what's happening, but it's definitely better for everyone involved when I have pertinent information. Where do I park? Who is the onsite contact? Do you want more horizontal or vertical photos? etc. Please don't be shy with telling me what you have in mind! The best solution to manage expectations is communication.

IF YOU BRING A PET, BRING A LEASH AND SOMEONE TO HANDLE THEM

Self explanatory - I've had some things go down before.

**LET'S GET
TO WORK!**



@jordanhefler

jordan@jordanhefler.com

www.jordanhefler.com

