



**Equigraphic,** *Annaliese Tassano*  
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# Pricing Information

Different people have different needs for and approaches to their photography session. In an effort to make every client relationship a win - win one, I have two basic ways of pricing my services. Please contact me with any questions or for complex quotes.

**A la carte Pricing** - Client pays an initial session fee and buys any prints, files, or products they select after viewing their proofs on an a la carte basis. My basic session fees start at \$250 for 1 - 2 horses. Additional horses are \$75 each. A stallion study is \$350. Prices include 2 hours shooting time, creative fee, file management, archiving, and image proof gallery. Private session clients receive a 20% discount on a la carte products.

A la Carte Print Prices	Digital File Prices
4x6 \$10	<b>Screen Size/Online Use</b>
set of 3 4x6s \$25	Screen res file for personal use - \$20
5x7 \$20	package deal - 3 images for \$50
8x10 \$30	Screen res file for personal use and horse sale sites - \$25
11x14 \$50	package deal - 3 images for \$65
16x20 \$80	<b>Print Use - Contact us directly to order print files</b>
20x30 \$120	Print Ad Use - Large files are sent directly to publisher. \$40 each.
30x40 \$175	package deal - 3 images for \$100
Discount:	Print Ad Package - Includes 1 low res file delivered to client and delivery
In all sizes over 4x6,	of larger file to up to 3 publications. \$60.
additional copies of the same	package deal - 3 images for \$150.
image are \$5 off per print.	Print Ad, Personal Printing, and Brochure Package - The same as the print
There are many other prod-	ad package with the addition of license to use in flyers, brochures,
ucts online in the client	and for personal printing. \$80.
proofs and shop areas: in-	package deal - 3 images for \$200.
cluding greeting cards, mugs,	The print file is delivered to the client with this option. Extra print
t-shirts, magnets, and fine art	ads may be subject to usage fees depending upon scope of use.
printing on canvas.	

Note: Digital file purchases do not include third party transfer. Annaliese Moyer retains all copyrights. Photo credit is required when published. All images are cropped, lightly retouched, color and exposure balanced, and delivered to specs provided by the client or publication. Extended retouching services can be custom quoted.

**Flex Package Pricing** - A predetermined amount of credit to be spent on any products the client wants. This credit has a discount built in and is popular with clients who know they will want a quantity of final products..

- Diamond Flex Package* - Includes basic session fee and \$1500 purchase credit: \$1300
- Emerald Flex Package* - Includes basic session fee and \$1000 purchase credit: \$1000
- Ruby Flex Package* - Includes basic session fee and \$500 purchase credit: \$625

Travel expenses are included in local shoots within 25 miles of Austin (50 miles round trip). Additional mileage is charged at .50 per mile. National and international travel may require reimbursement for direct expenses. Group shoots in the same area may split travel costs. My passport is always up to date and I love to travel.