

ASMP

Assignment Photography

General Documentary (Geographic, travel, etc.)	300	350-450	600+
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Publicity & Promotion (Assignment Rates, excepted as noted)

In General (Basic Newspaper Press Kit)	250-300	300-350	600-750+
Short Duration ⁵ (Newspaper/Press Kit, under 2 hours)			
In Studio	150	150-175	200+
On Location	150-200	250-275	300-350+
Motion Picture Special (Day Rate)	250-300	350-450	500-600+
Senior Executive Por- traits (Public Relations sittings)	300	500-750	1000-1500

Audio Visual Multi Media (Day Rates)

Trade Slide Show	300-350	400-500	1000+
Educational Film Strip	250	300	400-600+

Catalogue/ Brochure (Assignment or Per Shot Rates)

Covers (per version)	600-750	1250	1500-2000 (when used)
Fashion Catalogue Per Single Full Figure ⁶	85	125-175	250-300
Per Day (usually single individual hired by major catalogue producer)	750	1250	1500-2000
Still Life Catalogue Per Single Product or Item ⁵ (varies primarily with time required, complexity of lighting, etc.)	75	150-300	1000+ (highly complex)
Per Day (usually single individual hired by major catalogue producer)	750	1250	1500-2000
Brochure Per Day (see rates under Advertising above)			
Per Still Life ⁵ (varies with complexity as above)	75-100	150-300	1000+ (highly complex)
Per Single Full Figure ⁶ On Location	125-150	200-250	300-350
In Studio	100	150-200	250-300