

# FRED HENSTRIDGE PHOTOGRAPHY

## HEADSHOT INFORMATION & PRICING

A headshot is a photograph used to by people to make their portfolios, brochures, corporate reports and web sites more human. This does not mean that the image is just of the head. Trends go in and out on that one. However, the point is to have a clear image of the person, showing him or her in the most flattering way.

### How to Hire the Right Photographer

It's actually quite simple to choose. The most important thing is that you are comfortable with the photographer. You want someone with experience. You want someone you get along with and will be able to freely communicate with. You want to be able to trust them based on their experience and the care that they put into knowing what you are looking for. This will be based on of their ability to communicate with you. You can tell by the conversation you have and by looking at their work or website.

### The Power of Editing

People who have been around headshots and photography in general begin to develop an eye for a photograph and the power in editing. It's a trained thing. For a new comer looking at their proof sheet or disc it can be hard to see the diamonds without the cropping and retouching, Editing is a beautiful thing.

### Corporate Headshots,— Business, Employee and Executive Portraits. Corporate and Public Relations Photography

Corporate Headshots can be done at your office, business conference room or in our studio in Menifee, California. When we shoot on location, we bring complete studio lighting and collapsible backgrounds, and set up a temporary studio in your office or hotel conference room. The backgrounds measure 5 feet wide by 6 feet high and are mounted on a collapsible stand. They will accommodate and upper body shot of 1-3 persons. Our backgrounds include: The Chromo-Green backdrop can be used to create custom backgrounds in Photoshop editing.



Lastolite  
Chroma-Green



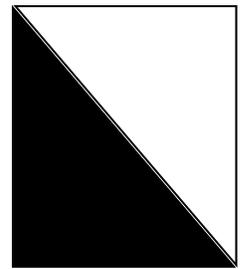
Westcott Rich  
Mocha



Lastolite Maine



Lastolite Florida



Black with Reverse  
Side of White

### Preparing for your Corporate Headshots Photo Shoot

Send out a notice to all employees who will be photographed a week in advance and another notice a day in advance. This will allow them to get haircuts, dry clean suits, and make other grooming preparations. Employees should avoid large or busy patterns in their clothing, solid colors are best. As white shirts are easy to overexpose, lose definition and cause halation, it is best to wear pastel colored shirts.

Corporate headshot photography requires more than just excellent lighting skills and technical and artistic ability with a camera. The photographer has to be able to work with people from CEOs and company presidents to technical and administrative staff and make them all enjoy the experience of being photographed.

## YOU OWN YOUR PICTURES!!!

As the photographer I will be a co-owner with you. In that way I can use your pictures for my purposes such as marketing, websites, promotion, etc. You will get a copy of the disc with all usable shots on it. The bottom line is that you should not be held hostage to pay over and over again for shots that you already paid for! That will NOT happen with me. The disc of High Resolution pictures are yours to do with as you please.

I look forward to trying to shoot the best headshots that you've ever had. My goal is nothing less than getting you the images that will help you succeed!

## Pricing

We come to your location (saving you time and money), set up in less than one hour. Each headshot (portrait) session takes about 20 minutes to obtain one or two useable images. As we shoot tethered to a notebook PC the person being photographed or the person responsible for selecting the images will be able to immediately review the images and select the ones they like. The photographer will need a large open area to set up lights and background. A minimum of 9 feet wide and 15 feet long, with ceilings at least 8 feet high will provide the best result. These sessions are perfect for websites, brochures, public relations, and firm directories.

Once you have selected the image or images you want we will digitally process the image(s) in our studio. We will then post the processed images on our web site at your personal web page for you to review for final approval. Once we receive your final approval we will deliver a CD or DVD with two versions of the final image. One version will be a high resolution (300 DPI) image cropped at a 5x7 format (1500x2100 ppi) that you may print or use in any manner you wish. The second version will be at a reduced resolution (72 DPI) suitable for web posting. Our normal web cropping is a 5x7 format unless your webmaster requires a different crop to fit the cell on the web page. We will comply with his/her cropping directions. We can furnish professional archival prints at the rates shown below. The digital images will be furnished in both color and black and white versions

Shooting session:	\$100.00 per hour	A Minimum of one hour is required
Digital image processing:	\$35.00 per Headshot Image selected	Includes 2 versions (300 DPI and 72 DPI) both color and black & white of the selected image(s). Includes one 5x7 color print.
CD or DVD of the processed images:	No Charge	\$10.00 for each additional copy.
Web Site Posting for Client Review and Selection of Images	No Charge	The gallery will be posted on our Web site for 60 days.

## Additional Prints

Custom 4x6 Glossy or Lustre	\$6.00	<ul style="list-style-type: none"> <li>• Add 30% for black and white prints.</li> <li>• Other sizes available upon request.</li> <li>• A \$12.00 shipping and handling fee will be charged for all mailed materials.</li> <li>• Other photographic services are available upon request.</li> <li>• We usually can shoot one session in about 30 minutes.</li> </ul>
Custom 5x7 Glossy or Lustre	\$10.00	
Custom 8x10 Glossy or Lustre	\$15.00	
Custom 11x14 Glossy or Lustre	\$20.00	