



Kevin Blackburn Photography

Professional Photography for the discerning client

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Kevin is recognized for his dramatic and innovative photographic lighting techniques. Also known for his approachable personality, Kevin has the reputation of being a person who is easy to work with who takes the worry out of corporate work. With over 10 years of shooting experience, He has developed a clear understanding of both corporate and designer needs. His work successfully integrates exciting color and strong compositions to effectively communicate his client's vision

Kevin shoots for many Health care, design firms, Financial Institutions and Industrial companies from construction to high-tech in the Virginia Mid-Atlantic region and nationally. With over 10 years of commercial and editorial photography experience, He is at home hovering in a helicopter or flying in a plane capturing aerial images, or creating dramatic lighting in a laboratory setting, or shooting a CEO portrait in Washington DC. Kevin is an effective communicator, comfortable with all employees from management to support field staff, and sensitive to the political and inter-personal issues at work. He treats each assignment as an editorial essay, stressing strong, compelling images that communicate the story. Finally, Kevin is an excellent problem solver, adapting quickly to changing conditions and technical challenges, remaining focused on the assignment goals while adhering to practical time and financial constraints.

Kevin on a personal note

Kevin's interest in photography and design started at the age of 12 with the gift of a used 35mm camera and has never stopped. He spent his more formative years learning as he went and when he decided to enter the US Air Force he found the perfect opportunity to broaden his curiosity with a formal college education. Kevin received a Bachelor of Fine Arts with an additional degree in Applied Science and logistics. To be honest I should have studied business.

In 2000 Kevin and Tysha returned home to Virginia. Kevin continued to work as a freelance photographer, becoming a Chief photographer for Media General. He left Media General to establish his own Commercial and Editorial photography business. With the help of family and friends he founded Kevin Blackburn Photography and now shoots for a broad range of clients and has become one of the areas top respected and most sought after photographers.

Why Hire Kevin
As a Commercial/Editorial client why should you hire us?

There are several reasons to hire us. The first is the creative artist's vision, or HOW we visualize your shoot. This is the key to any artist you may wish to hire. This vision is a large part of our value to you. Being able to see the finished image in my head means I can avoid most problems and solve problems quickly before they become a problem and cost time and money. I know what is highly important to worry about and what is not important at all. Knowing this it allows me to concentrate on what is deserving of our attention, our time & our efforts... creating a great image or a series of great images for you.

The next reason is delivery, we have never missed a deadline. We have been close but this is normally a weather, talent, client or scheduling issue and not because we just dropped the ball. If we do not think we can deliver the images to you when you need them... we'll tell you.

Additionally all of our shoots are fun. There is NO screaming, hollering or belittling of crew members, Staff or talent. I do run a tight ship and expect people to perform their tasks but every shoot is a team effort. Because our projects are fun the models, crew and clients are relaxed and positive. My crew gives 100% effort to help me get the images you need.

I tend to "see" advertisements in my head; we shoot advertisements on a regular basis. Almost every shoot we do is for advertising. As a result we deliver images that can be used for an ad without a lot of work on the designer's part. This is because we listen to the client and the Ad designers at the start of the project.

We provide you service before and after the job is done. Any visual needs you may have we are only a phone call away. Even if you never hire us, if you have a visual issue or question please call. We are here to help. But the biggest reason to hire us is... we can help you make more money. We do this by delivering you imagery that compels people who have seen one of Kevin's images to act because it has created an emotional response.

If you have made it this far you probably like what you see a great deal & you already want us to create imagery for you. Let's talk, I really want to help you make more money by getting your message out to your potential customers.
Now... how can we help **you** make more money?

Consultation

We recommend a consultation on all commercial projects. The consultation is provided free of charge and will ensure that we provide you with the images you and your company need and do so in the most effective manner for you.

Image Licensing:

Image licensing cost are based on many factors, Like if the image is a Stock image or an image was created specifically for one client, or a clients corporate image library. Most images that are not created for a specific client IE STOCK images fees are based on usage based on Print or Web, number of copies and or term of use in time. Images created specifically for a client or their corporate library are considered Royalty Free for a term of at least 3 years but not to exceed 5 years. For clients that are in our Contract program all images are provided Royalty Free with no term limits. (See Contract Photography below)

Corporate Image Libraries:

A Corporate Image Library will provide a persistent bank of tailored images for identity and various media content and are used to enhance the companies brand and services as well as supporting other media rights management applications. Corporate Libraries provide brand-enhancing solutions for corporations and medium sized firms.

“Central to our success is becoming a trusted partner and supplier to the corporate clients we serve.”

The corporate image Library we build enables those clients to effectively identify, track, manage and protect their image content for use in a multitude of media applications; all of this with control and security. Effectively insuring against multiple image use across similar market sectors and industry competitors. This strategy offers an innovative alternative to conventional stock and will provide more effective control over budgets and profitability.

- Offering Broad Range of Usage
- Available Across Company Wide Products & Services
- Brand-Wide Usage
- Defined Licensing offering Peace of Mind
- Exclusive & Proprietary Imagery

Kevin works creatively and collaboratively to enhance the services and products offered by our clients, ensuring that the end customer relates to its services and methodology.

Hourly rate \$175.00 minimum 2 hours

All images are provided on CD or DVD with High resolution and Low resolution copies and are delivered with a contact sheet. All images are color corrected and set to standard full frame size in either RGB or CMYK color formats for print ready use. This price does not include the cost of models. If models are needed for the shoot we will be happy to help provide them but there will be an additional charge. Any additional fees will be decided upon prior to the shoot.

Day Rate \$1250.00 Plus Expenses

Up to 8 hours of shoot-time. All images are provided on DVD with High resolution and Low resolution copies. All images are color corrected and set to standard full frame size in either RGB or CMYK color formats for print ready use.

This price does not include the cost of models, location scouting pre shoot, Permits, Makeup or Wardrobe artist, Location stylist or assistants.

Half Day \$625.00 Plus Expenses

Up to 4 hours of shoot-time. All images are provided on CD or DVD with High resolution and Low resolution copies. All images are color corrected and set to standard full frame size in either RGB or CMYK color formats for print ready use

This price does not include the cost of models. If models are needed for the shoot we will be happy to help provide them but there will be an additional charge. Any additional fees will be decided upon prior to the shoot.

Additional CD or DVD \$20.00 without contact sheet

Additional CD or DVD \$50.00 with contact sheet

First Assistant

Day Rate \$250.00

Hourly rate \$25.00

I use an assistant on all travel assignments and on some local assignments for all clients based on the size and scale of the assignment.

Contract Photography

This is best suited to clients that need a staff photographer but do not want to have the added cost of a full time or part time staff member with benefits. The pricing structure and the amount of time a client receives is based solely on the clients photography needs and time requirements. All contracts are 6 or 12 months and can be re-negotiated at the end of the contract. We have Contracts that start at \$500.00 and can be billed Monthly or Quarterly. The copyright for commercial and editorial images provided by Kevin Blackburn Photography may be shared with the client. For many clients this is the best option. We provide you with a copyright release for all DVDs. What does this mean for you? **Flexibility** this allows you to use the images freely in any manner you wish at no additional cost at any time you need them.

Cost Sharing Program:

Our Cost Sharing Program is saving our architectural, construction, Stock and hospitality clients thousand of dollars on their photography needs. Here is how it works:

On any given building project, there are architects, general contractors, sub-contractors and others who are interested in final photography. With your assistance in letting us know who those firms are, we contact them to determine their level of interest and the shots they would like to be taken. Once we've gathered all the interested firms and the shot list, we send each firm a proposal showing the normal cost of the photography and the final cost using the Cost Sharing Program.

Cost Sharing discounts are determined by the number of firms involved. Savings begin at 30% and rise to 70% off the photography fee. In addition, the expenses (such as film, processing, travel) are split evenly among the firms, saving you from 50% to 90%.

Assignment Photography

\$300.00 per assignment plus mileage at \$0.50 per mile. Assignment photography is best suited to editorial publications such as Magazines, News Papers, and book media. Each new location and or subject is a new assignment unless otherwise noted in the contract. A minimum number of assignments may be required (Day rates may apply for some assignments)

Product Photography

Product photography is based on the size and quantity of the product to be photographed. An estimate is required for all table top and location product photography.

Executive Portrait Contact for quote.

All .images are provided on CD or DVD with High resolution and Low resolution copies. All images are color corrected and set to standard full frame size in either RGB or CMYK color formats for print ready use

Aerial Photography

Aerial Photography is billed at cost of Aircraft, Maintenance, and Pilot fees plus \$100.00 per hour for

Elevated Photography

\$100.00 per hour Plus expenses for lifts

Mileage

Mileage will be charged at 0.50 per mile for round trip travel over 100 miles.

Lodging and accommodation for travel.

When we are required to travel over 100 miles we may choose to arrive the evening prior to the scheduled assignment. This determination is made based on the assignment start time on the day of the shoot and the over all distance we need to travel.

We have found that for shoots that begin early in the morning for example 9am or earlier and that are 2 or more hours away from our office it is best for us to arrive early and have accommodations the night before. This provides us the best opportunity to rest and be fresh for the shoot and provide the best possible imaging for you. This also helps us avoid travel delays due to traffic and saves on cost.

Lodging is billed at cost with no markup and we are happy to provide receipts for lodging. If a client is able or has access to reduced cost lodging we are happy to use the clients lodging.