



OCTOBER 2026 / SERVICE RATES 06

Director.

COMMERCIAL DIRECTING AND CREATIVE DEVELOPMENT

Directing fees for brand films and agency campaigns. Projects are estimated around the creative brief, preparation, shoot schedule and agreed involvement in post-production.

SHOOT DAY / LABOR

\$4,000

Up to 10 hours / full-day minimum

PREP / SCOUT	\$2,000
Up to 8 hours	
AFTER 10 HOURS, THROUGH 12	\$600 per hour
After the included 10 hours	
AFTER 12 HOURS	\$800 per hour
Each additional hour	

PROJECT FEE

A defined one-shoot-day project starts at \$10,000 in directing fees: two 8-hour prep days at \$2,000 each, one shoot day at \$4,000, and one 8-hour post-supervision day at \$2,000. The schedule, deliverables and review rounds must fit this scope. This is the directing fee, not the complete production budget.

SCOPE OF SERVICE

Includes the agreed treatment development, creative planning, performance and on-set direction, and booked edit supervision. Additional concepts, scripts, treatment revisions, shoot days or review rounds are estimated before they are added.

PRODUCTION RESOURCES

Producer, crew, casting, talent, locations, art department, equipment, travel, insurance, music, editing, color, sound finishing and other production costs are separate. A combined director and DP engagement receives one written scope and fee; roles are not automatically stacked as simultaneous full-day bookings.

TIME AND BOOKING

Shoot hours run from call through final handoff, including setup, wrap and on-site waiting. Prep extensions are quoted separately. These are service billing terms; payroll, union agreements and applicable overtime requirements take precedence. Equipment rental week discounts do not apply to labor.

All rates are USD, excluding applicable taxes and approved expenses. The written estimate confirms scope, equipment, travel, payment, cancellation and any payroll costs. Share the brief, audience, script status, agency approvals, deliverable count, usage, intended launch, shoot schedule and production budget.