



OCTOBER 2026 / SERVICE RATES 05

Director of photography.

COMMERCIAL CINEMATOGRAPHY

Director of photography labor for brand films, agency campaigns and commercial content. The fee covers the agreed cinematography role, with production resources priced separately.

SHOOT DAY / LABOR

\$3,000

Up to 10 hours / full-day minimum

PREP / SCOUT	\$2,000
Up to 8 hours	
AFTER 10 HOURS, THROUGH 12	\$450 per hour
After the included 10 hours	
AFTER 12 HOURS	\$600 per hour
Each additional hour	

SCOPE OF SERVICE

Includes visual planning with the director, camera and lighting decisions, and cinematography during the booked shoot. Camera operation is included only when the agreed production plan supports a single DP and operator role.

PREP AND FINISHING

Technical scouts, shot development, lighting planning and camera tests are booked as prep days. Color review or finishing supervision is quoted by the required time and number of review rounds. Editing and color grading are separate services.

PRODUCTION RESOURCES

Camera and lens packages, lighting, grip, monitoring, media, assistants, gaffer, sound, DIT, operators and all other crew are separate line items. Studio, locations, travel, production insurance and post-production are also additional. Owning equipment does not make its rental part of the labor fee.

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 creative brief, visual references, script or treatment, shoot dates, locations, crew plan, deliverable formats and expected production budget.