

Rates & Terms

Essentials

Half day · single focus

\$2,500

- Up to 4 hrs on site
- 20 edited photos
- 1 vertical reel, 15-30 sec
- 2-year owned-channel license
- Ideal for one new space

Signature

Full day · most booked

\$5,500

- Up to 9 hrs + golden hour
- 40 edited photos
- 60-90 sec cinematic film + 3 reels
- Creative call & shot list
- 2-year owned-channel license

Campaign

2-3 days · full property

from **\$12,000**

- 80+ edited photos
- 2-3 min hero film + 6 reels
- Lifestyle direction with talent
- Twilight, spa & F&B
- 2-year license

Partner Retainer

Ongoing · 6-mo minimum

\$3,000/mo

- 1 on-site day per quarter
- 25 photos + 4 reels monthly
- Priority dates, 10% off extras
- Each delivery licensed 2 years
- Billed monthly in advance

EVERY PACKAGE INCLUDES

- A written usage license in your signed Agreement
- Color-graded full-res files plus web-optimized versions
- Website/OTA sizes and 4:5 and 9:16 social crops
- Private download gallery, archived 12 months
- Model and property releases handled on the shoot
- Photo-credit and usage guide for your team

ADD-ONS

Additional edited photo	\$95
Additional vertical reel	\$350
Additional hour on site	\$350
Aerial/drone (licensed pilot, permits)	from \$750
Rush delivery, 5 business days	+25%
Paid ads or third-party use, per category	+35%
Exclusivity (no resale of property images)	+40%
Full buy-out (unlimited, transferable)	from 2x fee

BOOKING & PAYMENT

A signed Agreement and a 50% non-refundable retainer reserve your dates. The balance is due at gallery preview; full-res files and the license release on payment in full. Invoices are in USD; wire and transfer fees are paid by the client. Late balances accrue 1.5% per month or the legal maximum, whichever is less.

TRAVEL

Rates include travel within 50 miles of Detroit. Beyond that, flights, lodging (or an on-property stay for our crew of 2), ground transport, gear fees and per diem at the published GSA or State Dept. rate are paid before travel. Travel days are billed at 50% of the day rate. Drones are flown only by a licensed pilot with local permits.

USAGE & COPYRIGHT

HBTT Studio retains copyright. You receive a non-exclusive, 2-year license for owned channels: website, OTAs, social, email, print and in-property. Paid ads and third-party sharing need an extended license. Renewal: 50% of the creative fee; use after expiry is billed at 3x the renewal rate. We keep portfolio, print and stock rights, and never license your property images to other hotels.

DELIVERY & REVISIONS

Preview selects within 72 hours. Final photos in 10 business days (15 for Campaign); films in 15 business days. Films include one round of revisions; further rounds are \$150/hr. New scenes or reshoots are quoted separately.

CANCELLATION & WEATHER

30+ days out: retainer kept and applied to a new date within 6 months. 14-29 days: 50% of the fee. Under 14 days, or after the shoot: 100%. Non-refundable travel is owed in every case. Weather: one free reschedule; a weather day with the crew on location is billed at 50% of the day rate. If we must cancel, all payments are refunded.

PROPERTY'S PART

Approve the shot list 7 days before the shoot. Have rooms cleaned and styled on schedule and a contact on site who can open spaces. Confirm permission to photograph and help secure guest and staff releases (forms provided). Waiting beyond 30 minutes is billed hourly.