



IMAGES THAT SELL PTY LTD - Terms & Conditions

Images That Sell is a forward thinking company. We believe in constantly adapting the services we offer to evolve as new practices unfold in the ever changing eCommerce industry. Our primary services produce photographic, motion and digital media content for fashion and lifestyle companies.

1. Studio Package / Overtime

The studio sells package deals for all content and eCommerce shoots except for ghost mannequin and flat-lay imagery. These packages include photographer, studio, lighting, retouching and colour correction of an agreed file count for each specific job type based on complexity or job type. We also provide jobs without post production.

Please be advised there are also additional fees for many of the individual job requirements like catering and digital operator or express file supply.

All shoots are based on an eight hour day, unless otherwise negotiated and agreed to in email by Images That Sell. When a shoot continues 16 minutes after the eight hours of studio time allocated for all package deals, overtime is billed at \$550++ per hour. We do not charge overtime by the half hour. Images That Sell is not responsible for overtime of models, talent and hair and makeup. For clarification, set-up time, hair and makeup and lunchtime are included in the eight hour booking. When lunch is supplied by the client, our team are happy to take 20 minutes for lunch otherwise 45 minutes is required. If additional files are chosen above your allocated file count, additional fees apply to cover the extra post production required for those files. This covers the post production, colour correction and retouching for each additional file. Please be advised, when excessive amounts of files are shot on a day this affects the team's ability to control the way the clothes look on set. We may also need additional time for file supply. Discounts or credits to other shoot days are not given when clients shoot under their file allocation.

2. 15% Production Service Fee (referred to as PSF or +)

Images That Sell charges a "Production Service Fee" which is added to all invoices to cover a range of required services that we do in order to provide you with your final product. Goods & Services Tax (GST) is also charged across all invoices except for those clients who are based overseas.

- Bookings and scheduling of shoots, including calendar management, correspondence, moving dates, etc.
- Pre and post production meetings
- Booking and management of shoot teams, including assistants, digital operators, retouchers, stylists and interns
- Managing couriers - receipt and pick up
- Product management - unpacking, hanging, polishing and repacking for courier
- Maintenance of steamers racks, steaming iron, ironing boards and hangers
- Use of styling drawers which includes tapes, clips, clamps and many other necessary items
- Storage of product and inventory recording for management of jobs
- Use of plinths, furniture and props that we have available in the studio

3. Cancellation Policy for Confirmed Bookings

The studio is often at capacity with bookings and therefore we will require confirmation of your job one week prior to the shoot date. Once a job is formally confirmed via email full fees will apply for all bookings cancelled, or changed from full day to a half day. We understand that this is sometimes out of your control and therefore we will endeavor to fill the booking if possible. If we manage to find a replacement booking for your reserved slot, no fees will apply.

4. Bookings

Prior to confirmation the studio reserves the right to move your booking to an alternate date if necessary. We will always try to honour your original booking however on rare occasions we may need to move jobs to accommodate unforeseen factors. Please note that uncollected samples will be held for two months post shoot and if not collected they will be donated to charity.

5. Usage

Images That Sell includes one year of all rights released for all content and eCommerce shoots. After this period Images That Sell retains the ownership of all imagery under Australian Copyright Law. For content shoots, it's important we understand your usage requirements prior to shooting for file size and format requirements. Model usage rights are separate to Images That Sell. If we manage your model bookings, we will book models based on the following usage unless advised otherwise: eCommerce, digital, unpaid social and web for a period of six months. All other usage will need to be negotiated by yourself with the model's agent and may incur additional fees.

6. File naming

ITS can name your files provided you use the custom Google spreadsheet we provide you with. Our custom Google document is templated as this works with internal software and shares across our extensive team. We also provide a renaming services for upload specifications, fees apply.

7. Storyboards and Image Supply

We advise selecting all final images from the shoot during shoot time. Otherwise the studio will charge a reprocessing fee on your job. The digital operator will confirm at the end of your shoot if you are happy to proceed retouching the storyboard images. If you want to reselect images the job will be placed on hold until we receive instruction, this may affect the image supply date. If you choose to reselect images after the shoot date you will be charged a processing fee of \$150++ per hour to cover the labour involved to reprocess the files. If images are not selected on the shoot day, standard processing fees will apply and the operator will supply you with Quickproofs to make selects.

8. Post Production

The studio offers different levels of retouching to our clients outside of our standard eCommerce package deals. We have a standard 5-business day turn around of final files from the last day of shooting pending all selects are made on set. If you wish to make selects at a later date this could impact your deadline. Please enquire for any express files, fees apply.

All package deals include eCommerce level retouching, colour correction, unnatural crease removal, background clean, clothing and body shaping (to brief) and skin clean. This excludes retouching on stretch marks, poor fake tan, extensive tattoo removal, integrity changes to garments, etc. Express files are subject to availability and billed at \$150 ++ per hour. We provide three months archiving of final files noting all jobs include a \$15++ flat fee for Dropbox and hardware maintenance active as of 1st September 2023.

9. Amendments

On receiving your files, we recommend reviewing your job and providing any amendments regarding colour correction or your eCommerce level retouch within four weeks. For any amendments, please collate in one concise email to production@imagesthat sell.com.au. It's critical this email contains the job number and exact file names. Beyond four weeks, additional fees apply to retrieve files and action any amendments.

10. eCommerce Video Production

Images That Sell will endeavour to match all eCommerce video files to the stills imagery we shoot. However, please note that we do not have as much control over the colour as we do with stills, therefore we can not guarantee the colour will be exactly the same. This is more so the case when heavy colour correction is done with the stills images.

11. Definitions

Client- is the person or party deemed to be ultimately responsible for the payment of the Company's Fees.

Company - means Images That Sell Pty Limited (ABN 45159166668).

Fees- means any amount of money paid or payable by the Client to the Company under the Contract and includes any penalty or additional amount.

Photography Services- are Production, Casting, Photography, Styling and Post Production/Retouching

Motion Services- are Production, Casting, Video Capture, Video Editing.

Studio- means the area/room at the Company's business premises at Suite 401 and Suite 302, 30-40 Harcourt Parade, Rosebery.

eCommerce- Imagery shot and retouched for Online usage. This imagery will be produced accordingly meaning that the images are not prepared at print quality. However we are also commissioned for print or campaign quality.

Retouching- Adjustments made to the imagery in post production to enhance the product or model and colour of images specifically garments.

Ghost Mannequin- Garments shot to give the effect that they are on an invisible person. This photography gives the garment a three dimensional and realistic feel.

Flat-Lay- Garments shot on a flat surface. These can be pinned tight, hanging or with natural creases. This imagery can be supplied with or without shadow. **Creative**

Content- Imagery shot and retouched for marketing and social media purposes.

This imagery will be produced at differing levels depending on usage outlined at time of job booking. Any imagery shot for printing will be produced at a high quality and size to allow for printing, however imagery shot for social media and website use will be produced and supplied at size and quality for web use only. There maybe additional fees for retouching campaign quality images especially if they are required within the standard five business day turn around.