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## **Pricing Yourself as a Videographer for Music Videos**

When it comes to setting your rates as a videographer for music videos, there are several factors to consider, which can make the process seem complex. However, breaking down each element will help you create a clear, justifiable rate that clients can understand. Below is a detailed guide, followed by a simplified version for quick reference.

### **Detailed Breakdown of Pricing**

#### **1. Location Costs**

- One of the biggest expenses is the location where the music video is shot. Are you filming in a studio, a restaurant, or a rented venue? Each location has its own price tag, which can range from \$100 to \$1,000 or more for a few hours.
- **Kelvin Edwards' Tip:** Always factor in the costs of securing the location early in your discussions with clients. The more specialized or remote the location, the higher the cost.

#### **2. Travel Expenses**

- If the shoot takes place outside your local area, you'll need to account for travel expenses. This could include mileage, gas, or even flights and accommodations for out-of-town shoots. A standard mileage rate, like the IRS rate of 67 cents per mile, can help you calculate these expenses.
- Consider any tolls, parking, or even vehicle rentals if required.

#### **3. Time on Set**

- The amount of time you spend on set is another crucial factor. This includes not just the hours filming but also setup, takedown, and any extra preparation time. Many videographers charge for **half days (up to 4.5 hours)** or **full days (up to 10 hours)** instead of hourly rates.
  - **Half-day rates** typically range from **\$300 to \$1,500**, depending on experience and gear.
  - **Full-day rates** range from **\$800 to \$3,500** or more, depending on the complexity of the shoot and equipment used.
  - Also, think about the time invested in pre-production meetings and location scouting.
4. **Equipment Costs**
- What gear are you bringing? Cameras, drones, lighting, sound equipment—each of these may require rentals or maintenance fees if you don't own them. A typical rental setup for high-end gear could cost anywhere from \$200 to \$1,000 per day.
5. **Post-Production Time**
- Editing is often the most time-consuming part of any project. Your rate should reflect the amount of time it will take to edit, color correct, add effects, and finalize the video. Some videographers charge per hour for editing, which could range from \$50 to \$150 per hour.
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## Simplified Pricing Guide

1. **Location Fees** – Factor in costs for studios or venues.
    - Example: \$200 - \$1,000
  2. **Travel Expenses** – Charge for mileage or flights.
    - Example: \$0.67 per mile, or actual costs for out-of-town travel.
  3. **Set Time** – Charge for half-day or full-day rates.
    - **Half-day rates (up to 4.5 hours):** \$300 - \$1,500
    - **Full-day rates (up to 10 hours):** \$800 - \$3,500
  4. **Equipment Rentals** – Charge for the use of cameras, lights, etc.
    - Example: \$200 - \$1,000 per day
  5. **Post-Production** – Account for editing time and effects.
    - Example: \$50 - \$150 per hour
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## Standard Pricing Ranges

- **Low-budget music video:** \$500 - \$1,500
  - This typically includes a single location, minimal gear, and basic editing.
- **Mid-tier music video:** \$1,500 - \$5,000
  - This budget allows for multiple locations, more advanced equipment (drones, lighting), and detailed editing.

- **High-budget music video:** \$5,000 - \$10,000+
  - Multiple locations, elaborate sets, professional lighting setups, and extensive post-production effects are standard in this range.

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This should give you a comprehensive yet digestible guide for pricing yourself as a videographer for music videos. Feel free to adjust the prices and specifics based on your market and experience level!