



## **Why Laszlo? A professional photographer does it better than your friend/relative.**

It seems there is a lack of understanding among people when it comes to event photography prices, services, and what a professional photographer will do for you. With the advent of digital cameras, photography as something one can do continues to increase daily. But just because one has a digital camera, does not mean they are photographers. There is a lot more to photography than just pressing the shutter.

### **Hiring a Professional Photographer:**

If you want a snapshot and you are happy with “snap shot quality”, you do not need a professional photographer like Laszlo. However, if you would like high quality images, you should hire a professional for the task who has the equipment and expertise to capture your event or occasion.

Ultimately for many, the choice of whether or not to hire a professional photographer comes down to price, and not necessarily the experience or the quality of the work.

Let's look at this in closer detail:

Many people are absolutely amazed and shocked at the fees associated with professional photography, so let me explain what is involved in the process:

- Pricing is highly variable and depends on many factors such as location (a studio versus traveling to a location) and length of time needed for a particular session. Laszlo doesn't work from a “studio” but works on location for the shooting of your event. Therefore, in many ways you save, as there are no studio costs. However, this is not suitable for all types of photography; i.e., such as portraits. Set rates for events can be negotiated or can be based upon hourly rates.
- With the above in mind, consider that Laszlo is a professional photographer and is not your relative or girl/boyfriend grabbing a point-and-click camera on the fly. If you want that, simply ask your relative, friend, or best friend's cousin to take your photos and you will be set.
- A professional photographer's time and experience are valuable. You're not simply asking Laszlo, “just take a few pictures.” It does not work that way. Even if you only need one photo, it will take time to find the best angle, background, lighting conditions, and several images will be taken for you to pick the BEST one that will be the memorable photo. Laszlo will give you advice on what you had in mind and how to achieve that look, and so on. Laszlo has experience and will guide you as needed. That's why photos taken by Laszlo look professional.
- Professional-grade photography equipment costs a lot more than your best friend's camera. A high quality camera body, with sharp lenses, fast memory cards, digital software for editing, and associated equipment, is very expensive. Laszlo uses the best Nikon professional-grade camera bodies and lenses and uses them with great skill.
- The time it takes to produce your photos is more than the actual shooting session. It involves additional time to download the images to a computer, sorting them, digital touch-ups of the photos chosen for burning the photos onto CDs, bringing them to the photo lab if printing is required, returning to the photo lab the next day, and so on. “Time is money” It's an old cliché. You may have time on your hands but please be aware that photographers are busy running a business and servicing your photography needs.
- Taking all the above into consideration the “price shock” at first is diminished greatly, and actually is a relatively small fee. Laszlo is experienced; he does this for a living, and brings passion and professionalism to all assignments.

## **The Cost of Photography Service:**

When you need a photographer, there is always one question on your mind: "how much will it cost?"

Consider the value versus price. Your value is realized when you use a professional photographer who provides photos you can use to advertise or publicize your event. The cost significantly outweighs the savings you may see by using your friends' camera, or asking your friend to take photos and hope for usable photos.

Perhaps you own a camera, maybe even a very good one. But do you have the proper lenses for the event. While you can rent lenses, to rent high quality lenses will cost you plenty. Do you know how to use your camera and the lens you just rented properly? What about adjusting the images in Photoshop? Do you have the skill and the expertise? Do you want to make a very substantial investment in photographic gear? (Think of a price of new car in the \$30,000+ range)

You should purchase photography services (and everything else you buy) based on value not price.

When you take all the above into consideration and compare Laszlo's skills and expertise to your own or your friend's, you will conclude that his fees are not only affordable, but in fact, are very economical. Laszlo is respected and recognized by his peers and he is member of NPS -- Nikon Professional Services.

## **Digital Photography Services Price List vs. Stock Images:**

You may be able to purchase certain stock images, but hardly if you have a specific event of yours in mind, or a specific requirement. Stock photos are those that photographers amass and sell themselves or through agencies. They vary in price and the price depends upon their usage. For the price of two or three images (for print in full resolution and with one time usage) you may be able to hire Laszlo to take dozens and you will own the images outright.

Laszlo, in addition to event photography, does offer a large selection of stock images for usage, depending on the subject and usage. Starting at \$400.00 per image for full resolution images (one-time, non-exclusive print or electronic format), suitable for advertisements, brochures, booklets, magazines, reports, PDFs, CD, DVD covers, video presentations, CD and DVD content.

Images for websites which require lower resolution (72-96 pixels vs. 300 for print) start at \$50.00 depending on size per image.

## **THE BOTTOM LINE:**

Laszlo's rates are very affordable: \$75.00\* per hour, plus any travel and location costs. Event coverage lasting more than one day starts for as little as \$500 per day plus travel and accommodation costs. These rates do not include any image downloading, processing and CD transfer fees, and these are additional at the same rate.

\*All amounts are in US dollars. Due to the constant fluctuating currency rates between the Canadian and US currency, and for the sake of convenience in calculating costs: **One Canadian \$ = One US \$.**  
**Regardless of exchange rates.**