



# Product Prep Guide

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## Ship / Drop-off

- Include a packing list with total SKUs and quantities.
- Label each item clearly with its SKU or style name (hang tag or removable tape).
- Note any defects or “do not photograph” items on the list.
- Items can be shipped or dropped off. Return shipping billed at cost.

## Prep Apparel

- Provide a size that lays well (usually M/L).
- For ghost mannequin, include the item plus any removable pieces (collars, inserts).
- Steam garments before delivery if possible; steaming can be added during the session.

## Accessories / Stationery

- Caps & small goods: provide a pristine sample (no scuffs, price stickers).
- Books & notebooks: send the cover you want shown; protect glossy covers from scratches.
- Pens & metal items: wrap to avoid micro-scratches; specify preferred orientation (clip up/down).

## Shot List & Styling

- Share a short shot list: required angles, detail shots, and background (pure white or deep black).
- Provide reference links or brand guidelines if available.
- Standard ratios: e-commerce 4:5 or 1:1; hero/banners 16:9.
- Optional: grouping shots (e.g., colorways, bundles).

Mini template: SKU • angles • detail notes • background • ratio

## Delivery & Files Specs

- Delivery: web-ready sRGB JPGs (PNG/TIFF on request).
- Naming: SKU\_ANGLE\_01.jpg (custom patterns available).
- Clipping paths / transparent backgrounds available when needed.
- Typical turnaround: 3-5 business days after receipt; rush available.
- Assets archived for 6 months.

## Rates & Options

- Studio Photography: \$150/hr • Basic Editing: \$100/hr • Advanced Retouching: \$125/hr
- Day Rates: Half-day (up to 4h) \$900 • Full Day (up to 8h) \$1,600
- Per-Image: Simple Packshot \$45 • Premium Packshot \$85 • Lifestyle Flat Lay \$125
- Bulk tiers: 50+ images - 10% • 150+ images - 15% (applied at invoice)

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When to choose what:

- Hourly - Small lists, quick reshoots, or complex fixes on a few items.
- Day - Larger batches (30+ images), predictable cap, locked-in date (setup/tear-down included).
- Per-image - Predictable deliverables with clear specs; ideal for straightforward catalog work.

## Questions?

- See the Pricing & FAQ pages for details or get in touch to plan your project.

## Hourly vs Day: quick examples

Case A <b>Small refresh (Hourly wins)</b>	Case B <b>Catalog day (Day rate shines)</b>
10-12 SKUs, 1 angle each, basic cleanup. Shoot ~2-3h + Edit ~1-2h > Est. \$500-\$700 Half-day would be \$900 - more time than you need.	= 100 images (e.g., 50 SKUs x 2 angles) with consistent lighting & sizing. Hourly math = \$1,500 - \$1,600; Full day is \$1,600 flat up to 8h (setup/tear down included).

## Book or ask a question?

- Email: [studio@juliojimenezstudio.com](mailto:studio@juliojimenezstudio.com)
- Website: <https://juliojimenezstudio.com/contact.html>