

# PRICE LIST

**Effective May 1st, 2011**

Digital Capture

Post Production

Data Storage and Back Up

Terms And Conditions

Professional service:

Every piece of equipment is cleaned and checked to maintain its excellent condition. Our experienced staff can recommend which piece of equipment or setup best fits your assignment.

Testing and demo:

All Imagine NYC clients are welcome to schedule time with our staff to experience the equipment and services we have to offer. We will work with you and your crew to ensure smooth workflow.

**STUDIO DIGITAL PACK**

**\$2,200.00**

• 35mm camera with lens	• 20 Prints a day
• 3 Lenses	• All files processed to Low Res Jpegs
• 2 8-Core Mac Pro towers	• Up to 100 files processed to High Res Tiffs a day
• 2 Monitors	• Up to 4 DVDs and uploading to the HD (not provided)
• Raid 1	• Uploading to FTP max 200MB
• Battery backup	• Files management, file renaming, basic metadata tagging
• Custom calibrated Epson R800 printer	• 30 Days of file backup and storage
• Experienced digital technician	• Based on a 10/hr. workday

**LOCATION DIGITAL PACK**

**\$2,200.00**

• 35mm or medium format camera	• 20 Prints a day
• 3 Lenses	• All files processed to Low Res Jpegs
• 1 8-Core Mac Pro tower	• Up to 100 files processed to High Res Tiffs a day
• Monitor	• Up to 4 DVDs and uploading to the HD (not provided)
• Macbook Pro laptop	• Uploading to FTP max 200MB
• Raid 1	• Files management, file renaming, basic metadata tagging
• Battery backup	• 30 Days of file backup and storage
• Custom calibrated Epson R800 printer	• Based on a 10/hr. workday
• Experienced digital technician	

**STUDIO LITE PACK**

**\$1,600.00**

• 35mm camera with lens	• 20 Prints a day
• 2 Macbook Pro laptops	• All files processed to Low Res Jpegs
• External batteries	• Up to 100 files processed to High Res Tiffs a day
• Laptop case on stand	• Up to 4 DVDs and uploading to the HD (not provided)
• Canon polaroid size printer	• Uploading to FTP max 200MB
• Experienced digital technician	• Files management, file renaming, basic metadata tagging
• 30 Days of file backup and storage	• Based on a 10/hr. workday

**PORTFOLIO BUILDER PACK**

**\$900.00**

• 35mm camera with lens	• All files processed to Low Res Jpegs
• Macbook Pro laptop with software	• File management, file renaming, basic metadata tagging
• Laptop case on stand	• 30 Days of file backup and storage
• Up to 4 DVDs and uploading to the HD (not provided)	• Based on a 10/hr. work day
• Experienced digital technician	

## Additional Services and Post Production

### Special Services

Wireless transmitting system for 2 cameras	\$300.00
Satellite internet connection (BGAN)	CALL
Digital technician	\$500.00
Digital technician assistant	\$300.00

For a detailed list of rentals please contact [info@imagine-nyc.com](mailto:info@imagine-nyc.com)

### Post Production

Processing day	\$700.00
Working with a tech or retoucher at a digital workstation (per hour)	\$150.00
Metadata file tagging	\$0.30
File processing to High Res Tiff (per file)	\$0.30
Contact sheet preparation (per sheet)	\$5.00
8.5 X 11 print	\$10.00

### Consultation Services

Data recovery from CF (per GB)	\$50.00
Data recovery from HD – file system failure (per GB)	\$2.00
Data recovery from HD - physical failure	CALL
Color management consultation (per hour)	\$130.00
Monitor calibration	\$100.00
Printer calibration	\$300.00
Scanner calibration	\$300.00

### Scanning

High-resolution flatbed or flex drum scans.  
Negatives and transparencies (up to 4x5) and prints (up to 20x24).

Please see scanning resolution guide below for file size reference:

File Size:	<50MB	<100MB	<200MB	<300MB
Rush	\$50.00	\$75.00	\$120.00	\$150.00
24-36Hrs	\$35.00	\$50.00	\$80.00	\$105.00
To One Week	\$25.00	\$37.00	\$60.00	\$75.00

Print Size	200dpi	300dpi	400dpi
8X10	9.16MB	20.6MB	36.6MB
11X14	17.6MB	39.7MB	70.5MB
16X20	37MB	82MB	146MB
20X24	55MB	124MB	220MB
20X30	69MB	155MB	275MB
30X40	137MB	389MB	550MB
40X40	185MB	412MB	732MB
40X50	228MB	515MB	915MB
40X60	274MB	618MB	1.1GB
50X50	286MB	643MB	1.2GB
50X60	343MB	772MB	1.4GB
50X72	412MB	927MB	1.6GB

All file sizes are calculated in 8 bit RGB (even if delivered in grayscale or 16 bit).

Files delivered in AdobeRGB color profile. For quantities over 20 scans or file size over 300MB please call.

Dusting and color correction (per scan up to 100MB) \$25.



## Data Storage and Back Up Services

Imagine NYC LLC offers off-site archiving that complies with the highest of standards in data storage. Data stored on magnetic media are cloned to our off-site location. Using magnetic media ensures a lifetime of 30 to 90 years, versus the average life

expectancy of 5 years for hard drives due to demagnetization and mechanical failure. Data stored on our magnetic tapes can be retrieved and copied to FTP, DVD, USB, or HD depending on volume and needs.

	Magnetic Tape Archive	Network Attached Tape Archive
Service	A copy of client's assets is transferred to magnetic tape. 2-tapes set is recommended for off-site storage. Client is granted access to the on-line index of files contained on each tape. Simple billing, no monthly fees.	Client's assets are transferred to the secure tape library. An off-site copy of data is created. An on-line access to file index is granted with possibility to retrieve the files to client's FTP.
Retrieval	Manual on demand retrieval of entire tape. 72hr turnaround or 24hr rush turnaround.	On-line retrieval of single files (up to 1GB) over the FTP, or manual on demand retrieval of high volume data. 72hr turnaround or 24hr rush turnaround.
Scenarios	Archiving and safety back-up of RAW images, footage, finished jobs.	High volume long-term storage.

### Magnetic Tape Archive

Creating archival tape backup of client's assets. (per tape)	\$300.00
Creating archival tape backup of client's assets. (per 2-tapes set)	\$450.00
Retrieval fee per tape 72hrs	\$150.00
Retrieval fee per tape 24hrs	\$250.00
Copying to Media	Free

### Network Attached Tape Archive

Archiving initiation fee	\$39.99
Monthly Maintenance per 1GB (min. \$20)	\$0.30
Automatic retrieval to FTP up to 1GB	\$25.00
Manual retrieval per HD 72hrs	\$150.00
Manual retrieval per HD 24hrs	\$250.00

BYOD is a backup service designed for individuals who store their data in a centralized location (like portable RAID enclosures) and need a reliable off-site solution, or an additional level of security. In back-up process a set of 2 tapes is created.

Once created, it can be updated systematically. As the back-up updates are incremental, additional fees apply only to the files that are new or have been modified since the time of last back-up.

### Bring Your Own Drive - BYOD

Archiving initiation fee	\$150.00
Volume back-up fee per GB	\$0.20
Manual retrieval per HD 72hrs	\$150.00
Manual retrieval per HD 24hrs	\$250.00

# TERMS AND CONDITIONS

## **1. Digital technician and overtime:**

Overtime rates begin after ten (10) hours and include digital technician's fee, equipment extended use and/or any additional effort necessary to finish the assignment. Job time includes travel to and from locations, on-set file processing, uploads and delivery, equipment set up and breakdown. Any additional services requested after the job will be billed according to current price list.

## **2. Required documentation & permissions:**

Client represents and warrants that client has procured any and all required documents, approvals, permits, certificates of insurance, workman's compensation insurance, permissions, access and rights for Imagine NYC LLC to freely perform services in the contracted studio or job location.

## **3. No liability:**

Imagine NYC LLC assumes no responsibility whatsoever, and is not liable in any way for any real or perceived to client, including but not limited to the following: data loss, data corruption, human error, computer error, force majeure, equipment failure or malfunction, delays or cancellations of any kind.

## **4. Loss:**

The renter agrees to assume full responsibility for all rented equipment, and also agrees to compensate the owner to the full replacement value should said equipment be lost, stolen or missing. Renters will be charged at the day rate on equipment that is lost or stolen until Imagine NYC LLC is reimbursed for the replacement cost. The presence of Imagine NYC LLC's technician or any other representative does not release client from loss or damage liability of equipment and /or digital files.

## **5. Certificate of insurance:**

Client must provide to Imagine NYC LLC a certificate of insurance naming Imagine NYC LLC with the following minimal coverage: rented equipment \$100,000, general liability \$1,000,000.

## **6. Booking and cancellations:**

Booking is confirmed when an approved (signed) quote is returned with a certificate of insurance, otherwise hold is on a best effort basis. Please call if you have to cancel a reservation. Cancellation of confirmed dates that occur within 24 hours before the job are subject to a cancellation fee 50% of quoted amount.

## **7. Payment:**

Payment for services is due in full upon completion of job unless otherwise specified. Payment arrangements must be made in advance of final booking. Imagine NYC LLC accepts personal or business checks, ACH or credit cards. Surcharge for payment by credit card will be added to the invoice. Payment in full for international jobs must be received prior to job start. Assets will be released only upon receipt of the payment as specified.

## **8. File storage and archiving:**

Imagine NYC LLC agrees to archive the digital image files from the job for a period of 30 days after completion of the job. Long term archiving services are available for an additional fee. After 30 days assets will be removed from our archive with no further notice.

## **9. Archive accessibility:**

On-line archives and indexes can be accessed 24h a day. Nevertheless internet connection is maintained on business days 9am to 6pm EST. Access to archives can be limited outside of working hours.