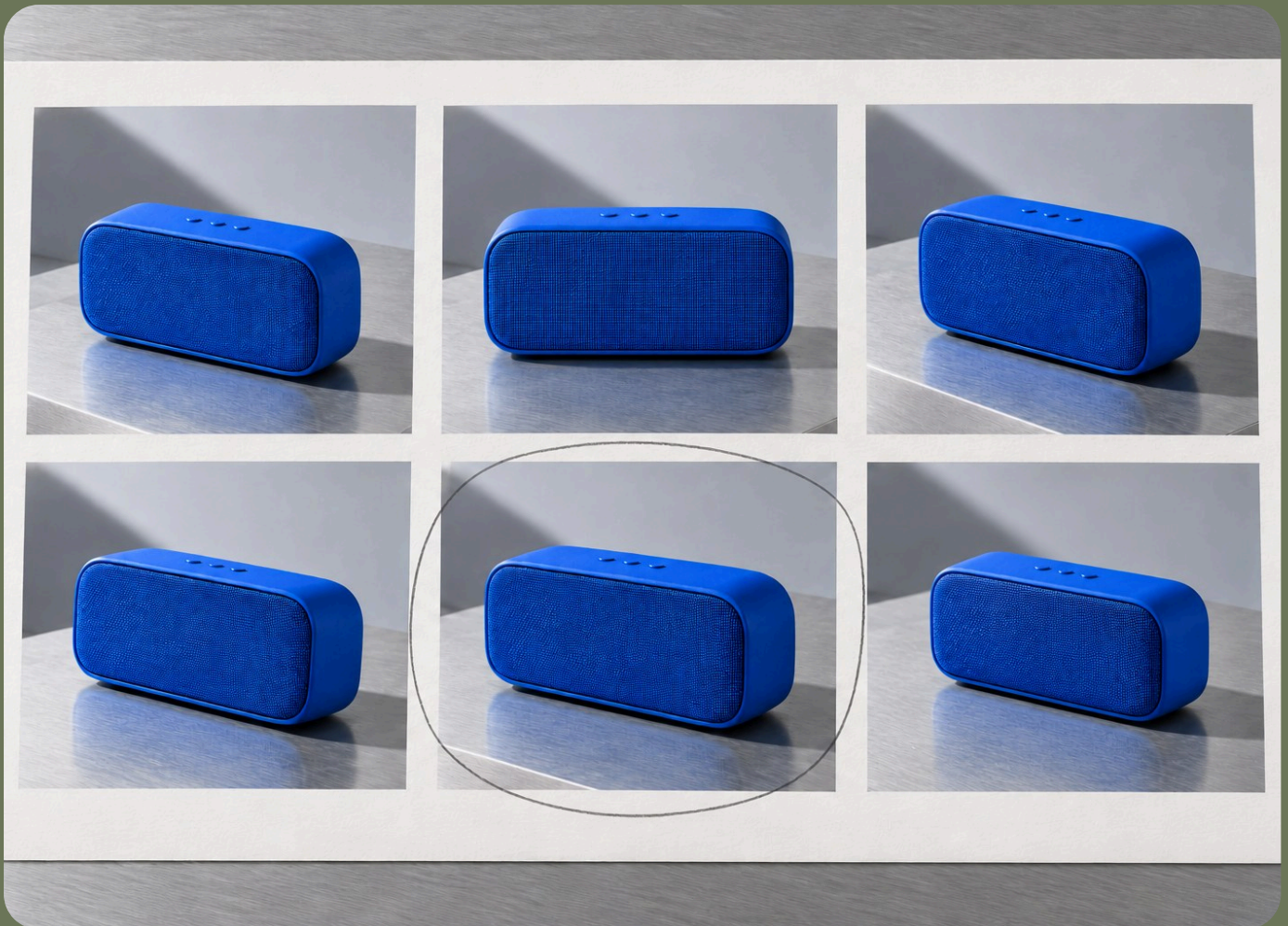




Speaker concept contact sheet · AI imagery by Bilder Studio

• A BILDER STUDIO GUIDE

How to compare product imagery quotes

Send the same brief to each provider and ask them to state what is included, excluded or optional.

1

Send the same brief to each provider.

2

Tick what each quote covers.

3

Ask about the differences before comparing totals.

Compare the quotes

Whether the images are photographed, made with AI or both, a complete quote answers each point below. Tick it when a quote does.

What a complete quote covers	Quote 1	Quote 2	Quote 3
Provider			
Creative direction and planning Is the concept supplied, or does it need to be developed?	☐	☐	☐
Product references Is the supplied material sufficient, or is preparation or new photography needed?	☐	☐	☐
Production Any studio, location, props, cast or crew, and how the settings and people will be produced.	☐	☐	☐
Finished images How many, and what counts as an additional image.	☐	☐	☐
Feedback and changes Which reviews are included, and what happens if the agreed brief changes.	☐	☐	☐
Retouching and accuracy The level of retouching and product-detail work included.	☐	☐	☐
Final files The sizes, crops and file formats supplied.	☐	☐	☐
Usage Where and for how long the images may be used, and any restrictions.	☐	☐	☐
Timing When you will see work to review, when the final files arrive, and what those dates depend on.	☐	☐	☐
The total The full price, applicable tax and any other charges.	☐	☐	☐
Total quoted, with tax			

Notes on each quote

NOTE If two quotes cover different deliverables or levels of service, ask for the differences to be explained before comparing their totals. A lower price may cover less work; a higher one may include services you would otherwise arrange yourself.