

# Price List (platný od 1.12.2025)

## Ceník Fotoslužeb

| Služba                                   | Popis                                                             | Cena (Kč)    |
|------------------------------------------|-------------------------------------------------------------------|--------------|
| <b>1 hodina focení + 10 fotek</b>        | Základní balíček – úprava a retuš (portrétní, párové focení atd.) | <b>1 500</b> |
| <b>Reportážní focení (min. 1 hodinu)</b> | Akce, eventy, festivaly apod.                                     | <b>2 000</b> |
| <b>Produktová série</b>                  | Produktová nebo reklamní série pro e-shop, katalog                | <b>300</b>   |
| <b>Extra příplatek</b>                   | Hodinová sazba za focení                                          | <b>1 500</b> |

## Ceník Video Služeb

| Služba                              | Popis                                                                                            | Cena (Kč)          |
|-------------------------------------|--------------------------------------------------------------------------------------------------|--------------------|
| <b>Reels</b>                        | Rychlý, dynamický video obsah pro sociální sítě či video s pokročilým stříháním, titulky, efekty | <b>dle domluvy</b> |
| <b>Reportážní video (2–4 minut)</b> | Události, akce apod. (max. 3 hodiny na místě, jen se stříhem)                                    | <b>5 000</b>       |
| <b>Plesové video</b>                | Natáčení 4-8 hodin na místě, výstup aftermovie 1–3 min (možnost reels + pre-prom)                | <b>od 10 000</b>   |
| <b>Klipy pro firmy (5+ minut)</b>   | Kompletní klip pro reklamní kampaně, promo produkty nebo služby (stříh a efekty zahrnuty)        | <b>od 20 000</b>   |
| <b>Stříh videa</b>                  | Lehký stříh a edit (za hodinu)                                                                   | <b>1 000</b>       |
| <b>Extra příplatek</b>              | Pokročilý stříh a colour grading (za hodinu)                                                     | <b>1 000</b>       |
| <b>Extra příplatek</b>              | Hodinová sazba za natáčení                                                                       | <b>1 500</b>       |

## Ceník Svatby

| Služba                           | Popis                                                                                                                                       | Cena (Kč)     |
|----------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| <b>Svatební focení (MINI)</b>    | příprava + obřad + skupinové focení<br>započítané 2 hodiny                                                                                  | <b>5 000</b>  |
| <b>Svatební focení (CLASSIC)</b> | příprava + obřad + skupinové focení + odpolední zábava<br>započítáno 6 hodin                                                                | <b>10 000</b> |
| <b>Svatební focení (GRAND)</b>   | Kompletní reportážní focení svatby – přípravy, obřad, hostina, portréty<br>započítáno 10 hodin + TOP fotky vytisknuté ve speciální krabičce | <b>15 000</b> |
| <b>Svatební video</b>            | 1-3 min krátké video + 3-10 min dlouhé video                                                                                                | <b>20 000</b> |

## Ceník Pro Plavecké Kluby

| Služba                                  | Popis                                                                                           | Cena (za dítě) |
|-----------------------------------------|-------------------------------------------------------------------------------------------------|----------------|
| <b>Standardní balíček</b>               | 3 digitální upravené snímky + 3x tisk 10x15cm<br>(pošle se celá série fotek k výběru v e-shopu) | <b>750</b>     |
| <b>Prémiový balíček</b>                 | vše ze standard balíčku + grafický design na vybraných fotografiích (rámečky, logo klubu, text) | <b>850</b>     |
| <b>Možnost výběru fotek přes e-shop</b> | cena fotky přes e-shop za kus (nad rámec balíčku)                                               | <b>150</b>     |
| <b>Extra příplatek</b>                  | tisk 10x15cm za fotku (případně jiné formáty na e-shopu nebo dle domluvy)                       | <b>20</b>      |
| <b>Dopravné</b>                         | obousměrně z Teplic                                                                             | <b>8 Kč/km</b> |

## Ceník Webových Služeb

| Služba              | Popis                                                                                   | Cena (Kč) |
|---------------------|-----------------------------------------------------------------------------------------|-----------|
| Jednostránkový web  | Prezentace, vizitka nebo landing page                                                   | 8 000     |
| Vícestránkový web   | Pro firmy (0 mně, Reference, Kontakt,...)                                               | 13 000    |
| E-shop (základní)   | E-shop na platformě (Shopify, WooCommerce, atd.)                                        | 30 000    |
| Měsíční správa webu | Reporty, zálohování, aktualizace obsahu zahrnuje 5 hodin práce (extra hodina za 500 Kč) | 1 500     |

## Ceník Grafického Designu

| Služba                             | Popis                                                                | Cena (Kč)          |
|------------------------------------|----------------------------------------------------------------------|--------------------|
| Logo design                        | Vytvoření originálního loga dle požadavků                            | 2 500              |
| Tiskoviny a reklama                | Vizitky, letáky, plakáty, bannery                                    | 4 500              |
| Branding (kompletní vizuální styl) | K vytvoření a sjednocení vizuálního stylu firmy, produktů            | 10 000             |
| Design brožury / menu              | Vytvoření tiskového designu pro brožuru, menu, katalogy (za stránku) | od 500             |
| Extra příplatek                    | Druhá jazyková mutace (úprava stejného designu)                      | 15% k původní ceně |

## Ceník Pro Realitní Kanceláře

| Služba                       | Popis                                                                                                                                                                                                                                                                                                                                                                                    | Cena<br>(Kč/měsíc) |
|------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| Foto Byt                     | 10–15 HDR fotek - do 50 m², retuš v ceně, dodání do 2 dní<br>(300 Kč/extra fotka)                                                                                                                                                                                                                                                                                                        | 2 000              |
| Foto Pozemek                 | 10–15 HDR fotek - do 500 m², retuš v ceně, dodání do 2 dní<br>(350 Kč/extra fotka)                                                                                                                                                                                                                                                                                                       | 3 500              |
| Foto RD                      | 15–25 HDR fotek - do 100 m², retuš v ceně, dodání do 3 dní<br>(400 Kč/extra fotka)                                                                                                                                                                                                                                                                                                       | 3 500              |
| Foto<br>Komerční/Velké<br>RD | 25–35 HDR fotek - nad 100 m², retuš v ceně, dodání do 4 dní<br>(500 Kč/extra fotka)                                                                                                                                                                                                                                                                                                      | 5 500              |
| Video                        | <ul style="list-style-type: none"><li>• <b>4.500 Kč</b> za krátké video (do 1,5 min, střih, hudba, texty od RK, dodání do 5 dní);</li><li>• <b>6.500 Kč</b> za standardní video (1,5–3 min, s makléřem, grafika, dodání do 7 dní);</li><li>• <b>1.500 Kč</b> za sestřih pro soc. sítě (do 30 s);</li></ul>                                                                               | od<br>1 500        |
| Vizualizace                  | <ul style="list-style-type: none"><li>• <b>2.500 Kč</b> za 3D vizualizaci (1 místnost/exteriér, realistický render, dodání do 5 dní);</li><li>• <b>1.000 Kč</b> za virtual staging (přidání nábytku do 1 fotky, dodání do 3 dní);</li><li>• <b>Od 6.000 Kč</b> za komplexní vizualizaci (3–5 renderů, developerské projekty)</li></ul>                                                   | od<br>1 000        |
| Půdorys                      | <ul style="list-style-type: none"><li>• <b>1.200 Kč</b> za 2D půdorys/podlaží (JPG/PDF, dodání do 3 dní);</li><li>• <b>2.000 Kč</b> za 2D+3D půdorys/podlaží (včetně 3D modelu, dodání do 4 dní)</li></ul>                                                                                                                                                                               | od<br>1 200        |
| Matterport                   | <ul style="list-style-type: none"><li>• <b>4.500 Kč</b> (do 50 m², max. 20 bodů, 6 měsíců hostingu, dodání do 2 dní);</li><li>• <b>6.500 Kč</b> (50–100 m², max. 50 bodů, +2D půdorys);</li><li>• <b>8.500 Kč</b> (100–250 m², max. 100 bodů, +promo video);</li><li>• <b>Od 10.000 Kč</b> (nad 250 m²);</li><li>• <b>2.500 Kč</b> za export Matterportu na Google Street View</li></ul> | od<br>2 500        |
| Cena Doprava                 | 8 Kč/km mimo Teplice (zdarma do 20 km pro RK s min. 3 zakázkami/měsíc)                                                                                                                                                                                                                                                                                                                   | 8 Kč/km            |

## Ceník Správy Sociálních Sítí

| Služba               | Popis                                                                                         | Cena<br>(Kč/měsíc) |
|----------------------|-----------------------------------------------------------------------------------------------|--------------------|
| Startup              | Instagram – 10 příspěvků měsíčně<br>(4 carousel + 6 stories)                                  | 6 000              |
| Medium               | Facebook + Instagram – 13 příspěvků měsíčně<br>(2 reels + 5 carousel + 6 stories)             | 8 000              |
| Profi                | Facebook + Instagram + TikTok – 20 příspěvků měsíčně<br>(4 reels + 7 carousel + 9 stories)    | 10 000             |
| Klasická<br>analýza  | Přehled výkonu profilů, engagement, růst sledujících,<br>základní doporučení.                 | 2 500              |
| Pokročilá<br>analýza | Detailní audit včetně konkurence, hashtagů, konverzí a<br>obsahové strategie. Měsíční report. | 5 500              |

## Ceník Hudebních Služeb

| Služba                         | Popis                                                              | Cena<br>(Kč) |
|--------------------------------|--------------------------------------------------------------------|--------------|
| Krátká hudební<br>skladba      | 30-60 sekundová skladba pro video, reklamu, intro                  | 3 500        |
| Reklamní hudba<br>(1-2 minuty) | Hudba pro promo video, video kampaně                               | 7 000        |
| Plná skladba                   | Tvorba hudby pro videoklipy, filmy nebo reklamní<br>kampaně        | 12 000       |
| Kompletní mix s<br>masteringem | Finální mixování a mastering pro profesionální zvukovou<br>kvalitu | 7 000        |







# Price List (valid from Dec 1, 2025)

## Photo Services Price List

| Service                       | Description                                                                  | Price (CZK) |
|-------------------------------|------------------------------------------------------------------------------|-------------|
| 1-hour photoshoot + 10 photos | Basic package – editing and retouching (portraits, couple photography, etc.) | 1,500       |
| Reportage photography         | Events, festivals, etc. (min. 1 hour)                                        | 2,000       |
| Product series                | Product or advertising series for e-shops, catalogs                          | 300         |
| Extra fee                     | Hourly rate for photography                                                  | 1,500       |

## Video Services Price List

| Service                     | Description                                                                                       | Price (CZK) |
|-----------------------------|---------------------------------------------------------------------------------------------------|-------------|
| Reels                       | Quick, dynamic video content for social media or videos with advanced editing, subtitles, effects | as agreed   |
| Report video (2–4 minutes)  | Events, occasions, etc. (max. 3 hours on-site, no editing, only cuts)                             | 5,000       |
| Prom video                  | Filming 4-8 hours on location, aftermovie output 1-3 min (reels + pre-prom option)                | from 10,000 |
| Business clips (5+ minutes) | Complete clip for advertising campaigns, promo products or services (editing & effects included)  | from 20,000 |
| Video editing               | Basic editing and cuts (per hour)                                                                 | 1,000       |
| Extra fee                   | Advanced editing and color grading (per hour)                                                     | 1,000       |
| Extra fee                   | Hourly rate for filming                                                                           | 1,500       |

## Wedding Services Price List

| Service                      | Description                                                                                                                            | Price (CZK) |
|------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|-------------|
| Wedding photoshoot (MINI)    | Preparation + ceremony + group photos (2 hours included)                                                                               | 5,000       |
| Wedding photoshoot (CLASSIC) | Preparation + ceremony + group photos + afternoon festivities (6 hours included)                                                       | 10,000      |
| Wedding photography (GRAND)  | Full wedding reportage – preparations, ceremony, reception, portraits (10 hours included + BEST photos printed with custom box inside) | 15,000      |
| Wedding video                | 1-3 min short video + 3-10 min long video                                                                                              | 20,000      |

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## Swimming Clubs Price List

| Service                    | Description                                                                                       | Price (/child) |
|----------------------------|---------------------------------------------------------------------------------------------------|----------------|
| Standard package           | 3 digital edited pictures & 3 printed 10x15cm (choose from a full gallery of the photoshoot)      | 750            |
| Premium package            | Everything from the standard package + graphic design on selected photos (frames, club logo, etc) | 850            |
| Photo selection via e-shop | Price per photo via e-shop                                                                        | 150            |
| Extra fee                  | Print 10x15cm per photo (other dimensions on the e-shop)                                          | 20             |
| Travel expenses            | Round-trip rate from Teplice, CZ                                                                  | 8 CZK /km      |

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## Web Services Price List

| Service                          | Description                                                                                 | Price (CZK) |
|----------------------------------|---------------------------------------------------------------------------------------------|-------------|
| One-page website                 | Presentation, business card or landing page                                                 | 8,000       |
| Multi-page website               | Corporate, personal blog, portfolio – basic version                                         | 13,000      |
| E-shop (basic)                   | E-shop on the platform (Shopify, WooCommerce, etc.)                                         | 30,000      |
| Website admin fee (monthly paid) | Reporting, backup, new content adjustments<br>5 hours of work included (extra hour 500 CZK) | 1,500       |

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## Graphic Design Price List

| Service                          | Description                                                        | Price (CZK)            |
|----------------------------------|--------------------------------------------------------------------|------------------------|
| Logo design                      | Creation of an original logo according to requirements             | 2,500                  |
| Printed matter and advertising   | Business cards, flyers, posters, banners                           | 4,500                  |
| Branding (complete visual style) | Creation and unification of a company or product visual style      | 10,000                 |
| Brochure/menu design             | Creation of print design for brochures, menus, catalogs (per page) | from 500               |
| Extra fee                        | Second language mutation (modification of the same design)         | 15% off original price |

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## Price List for Real Estate Agencies

| Service                          | Description                                                                                                                                                                                                                                                                                                                                                                                                | Price<br>(CZK/month) |
|----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|
| <b>Apartment Photos</b>          | 10–15 HDR photos - under 50 m², 2 day arrival<br>(300 CZK/extra photo)                                                                                                                                                                                                                                                                                                                                     | <b>2,000</b>         |
| <b>Land Photos</b>               | 10–15 HDR photos - under 500 m², 2 day arrival<br>(350 CZK/extra photo)                                                                                                                                                                                                                                                                                                                                    | <b>3,500</b>         |
| <b>House Photos</b>              | 15–25 HDR photos - under 100 m², 3 day arrival<br>(400 Kč/extra fotka)                                                                                                                                                                                                                                                                                                                                     | <b>3,500</b>         |
| <b>Commercial/L House Photos</b> | 25–35 HDR photos - over 100 m², 4 day arrival<br>(500 Kč/extra fotka)                                                                                                                                                                                                                                                                                                                                      | <b>5,500</b>         |
| <b>Video</b>                     | <ul style="list-style-type: none"> <li><b>4,500 CZK</b> for a short video (up to 1.5 min, editing, music, text provided by the agency, delivery within 5 days)</li> <li><b>6,500 CZK</b> for a standard video (1.5–3 min, with an agent, graphics, delivery within 7 days)</li> <li><b>1,500 CZK</b> for a social media edit (up to 30 s, free with videos over 5,000 CZK)</li> </ul>                      | <b>from 1,500</b>    |
| <b>Visualization</b>             | <ul style="list-style-type: none"> <li><b>2,500 CZK</b> for 3D visualization (1 room/exterior, realistic render, delivery within 5 days)</li> <li><b>1,000 CZK</b> for virtual staging (adding furniture to 1 photo, delivery within 3 days)</li> <li><b>From 6,000 CZK</b> for complex visualization (3–5 renders, developer projects)</li> </ul>                                                         | <b>from 1,000</b>    |
| <b>Floor Plan</b>                | <ul style="list-style-type: none"> <li><b>1,200 CZK</b> for 2D floor plan/floor (JPG/PDF, delivery within 3 days)</li> <li><b>2,000 CZK</b> for 2D+3D floor plan/floor (including 3D model, delivery within 4 days)</li> </ul>                                                                                                                                                                             | <b>from 1,200</b>    |
| <b>Matterport</b>                | <ul style="list-style-type: none"> <li><b>4,500 CZK</b> (up to 50 m², max. 20 points, 6 months hosting, delivery within 2 days)</li> <li><b>6,500 CZK</b> (50–100 m², max. 50 points, +2D floor plan)</li> <li><b>8,500 CZK</b> (100–250 m², max. 100 points, +promo video)</li> <li><b>From 10,000 CZK</b> (over 250 m²)</li> <li><b>2,500 CZK</b> for Matterport export to Google Street View</li> </ul> | <b>from 2,500</b>    |
| <b>Transportation Cost</b>       | 8 CZK/km outside Teplice (free up to 20 km for agencies with min. 3 orders/month)                                                                                                                                                                                                                                                                                                                          | <b>8 CZK/km</b>      |

## Social Media Management Price List

| Service            | Description                                                                                       | Price (/month) |
|--------------------|---------------------------------------------------------------------------------------------------|----------------|
| Startup            | Instagram – 10 posts per month (4 carousel + 6 stories)                                           | 6,000          |
| Medium             | Facebook + Instagram – 13 posts per month (2 reels + 5 carousel + 6 stories)                      | 8,000          |
| Professional       | Facebook + Instagram + TikTok – 20 posts per month (4 reels + 7 carousel + 9 stories)             | 10,000         |
| Classical analysis | Overview of profile performance, engagement, follower growth, basic recommendations.              | 2,500          |
| Advanced analysis  | Detailed audit including competition, hashtags, conversions and content strategy. Monthly report. | 5,500          |

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## Music Services Price List

| Service                        | Description                                                     | Price (CZK) |
|--------------------------------|-----------------------------------------------------------------|-------------|
| Short musical composition      | 30-60 second song for video, commercial, intro                  | 3,500       |
| Commercial music (1-2 minutes) | Music for promo videos, video campaigns                         | 7,000       |
| Full composition               | Creating music for music videos, films or advertising campaigns | 12,000      |
| Complete mix with mastering    | Final mixing and mastering for professional sound quality       | 7,000       |

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## General conditions and notes

### Price and individual adjustments:

- The prices listed are indicative and may vary depending on the scope and complexity of the project.
- Each order is individually consulted.

### Payment:

- A 50% deposit is due before work begins, the remainder upon completion of the project.
- Payment is possible by bank transfer, cash or other agreed method.

### Delivery times:

- Photos: within 5 business days
- Wedding photo/video: 2-5 weeks
- Video under 3 minutes: within 10 business days
- Video over 3 minutes: within 14 business days
- Web design: 2-4 weeks
- Music mixing/mastering: 7-14 business days
- Express delivery possible for an additional fee (+20%).

### Revisions and repairs:

- Further revisions and repairs of an already ongoing project: 500 CZK/hour.

### Transport:

- Travel fare outside Teplice: 8 CZK/km.
- For longer projects, accommodation costs may be added.

### Copyright:

- The client acquires the right to use the delivered materials for the given project.
- Unedited source files (RAW, project files) are not included in the price, they can be purchased separately.
- Custom music production: the client obtains a license to use, the copyright remains with the author (unless otherwise agreed).

### Cancellation policy:

- Cancellation of the order more than 30 days in advance - full refund of the deposit.
- Cancellation less than 30 days in advance – deposit forfeited.
- Cancellation during implementation – a proportional portion is charged based on the work performed.

### **Social media management:**

- Minimum period of cooperation: 3 months (short-term cooperation with 20% surcharge).
- The client must deliver the documents on time, otherwise the publication dates will be postponed.
- Network performance reports will be delivered once a month.

### **Web design and graphics:**

- The client supplies texts, photographs and other materials, unless otherwise agreed.
- Hosting and domain are not included in the price (we can help with securing them).

### **Photography and filming:**

- The client should be present during the photoshoot/filming for approval of the footage.
- Minimum number of participants for swimming events - for photographing swimming races and sporting events, the minimum number is 10 children per day.
- In case of a change of date, a fee of 500 CZK will be charged, and for each additional change, 1000 CZK.

### **References and portfolio:**

- If possible, I would appreciate the opportunity to use selected outputs in a portfolio.

### **Responsibility for quality:**

- The author is not responsible for any imperfect results caused by unsuitable weather conditions, poor light or other circumstances that prevent him from achieving higher quality material and which could not be technically or artistically compensated for.

### **Discounts for long-term cooperation:**

- For example, for companies, schools or sports clubs - individual agreement, discount based on order volume or regularity of cooperation.

### **Archiving of Materials**

- Delivered materials (e.g., photos, videos, project files) are archived for 3 months post-delivery unless otherwise agreed. Clients may request extended archiving for an additional fee. The service provider is not liable for loss of materials after this period due to technical failures or other reasons.