



Assignments

RATE CARD 2025

Photography & Video Services

Contact us to find out more: assignments@pa.media

[Click here to view our Terms and Conditions, FAQs, and other resources.](#)





Photography packages

*All prices exclude VAT and project expenses

HALF DAY

£845

- Free consultation
- 3-hour photographer
- Guaranteed offer to PA Picture Wire
- Category 1 Image licence:
12 months “editorial” usage rights,
including organic social



**MOST
POPULAR
SERVICE**

4 HOURS

£1,120

- Free consultation
- Guaranteed offer to PA Picture Wire
- Category 1 Image licence:
12 months “editorial” usage rights,
including organic social

FULL DAY

£1,595

- Free consultation
- 6-hour photographer
- Guaranteed offer to PA Picture Wire
- Category 2 Image licence:
In perpetuity “editorial” usage rights,
including paid social

MEDIA RELATIONS

**Press Release Distribution
(PRD): £450**

Press Centre: £1,000

House all your digital
campaign assets in one place
to share with the media



SHOWBIZ PACKAGE

Photo with editor: £1,650

Photo and video: £5,000

Perfect for red carpet content,
with premium photography and
video instantly distributed and
eligible for PA Showbiz stories



EXTRAS

On-site Picture Editor

Up to 3 hours (Half day): £750

Additional Drone Capture

Services starting from
£1,250 per day

Recce: £650

**Photo half day
and PRD: £1,295**

Licensing Rights Extension

Category 2 (Photo): £600

Category 2 (Video Rushes): £750

Category 3 (Photo): £1,500

Overtime is applicable after 6 hours at £185 per hour and includes all photography staff.
Discussed on a project-by-project basis.

Video packages

*All prices exclude VAT and project expenses



SOCIAL

£3,500

Engage your audience and drive results with short, powerful videos crafted by our expert social video crew

- Free creative consultation
- 3x social edits up to 60 seconds (e.g. Instagram, TikTok, YouTube, LinkedIn, Snapchat)
- Music / captions / pre-production
- Producer, camera operator, editor
- 1x 10-hour working day
- Includes Category 2 “rushes” licence

EXPRESS

£4,250

Rapid turnaround videos to keep you on-trend and newsroom-ready

- Free creative consultation
- Guaranteed pitch to PA Newsroom
- 1x storyboard/treatment
- 1x B-Roll (5-8 minutes)
- 1x edit (PA edit)
- Music / captions / pre-production
- Producer, camera operator, editor
- 1x 10-hour shoot working day
- Includes Category 1 “editorial” licence

CAMPAIGN

£6,500

Videos that keep you relevant, enhance media relations, and allow time for stakeholder feedback

- Free creative consultation
- Guaranteed pitch to PA Newsroom
- Guaranteed press release distribution
- 1x storyboard/treatment
- 1x B-Roll (5-8 mins)
- 1x PA edit (offered to the video desk for distribution)
- 1x additional edit (i.e. editorial A-Roll or social edit)
- 1x 4-hour photography service
- Music / captions / pre-production / subtitles
- Producer, camera operator, editor
- 1x 10-hour filming day
- 1x 10-hour editing day
- Includes Category 1 “editorial” licence

MOST
POPULAR
SERVICE



Overtime is applicable after 10 hours at a rate of £395 per hour and includes all Video staff. Discussed on a project-by-project basis.