

FIELD GUIDE / 2026 EDITION

Five Stages.
One Model per SKU.
No Photo Shoot.

Which Amazon images to order from pre-launch to the next refresh, what one 3D model of each product carries over, and the share of the budget each stage takes.

Dim Kuzmenko
Founder, Maverick Frame Studio

maverickframe.com

START HERE

Five stages, five vendors, the same four products

Most sellers buy Amazon images one problem at a time. A photographer for the main image, a freelancer for the infographics, a template tool for A+, another studio when the listing needs a refresh.

Each of them starts from the product again, and each lights it a little differently. The listing ends up with seven images that look like seven shoots, and the images for launch arrive after the stock does.

	BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01	**Every vendor photographs or rebuilds the product**	One 3D model per SKU, kept on file
02	**Main image, infographics and A+ in three styles**	One light and one style for the whole page
03	**Images arrive after the stock reaches the warehouse**	The stack is ready for launch day
04	**A main image test means a new shoot**	A test version is a new camera on the same model
05	**A new flavour or label starts from zero**	A new variant is a change on the model

The models are the asset. The images are the output.

A product built from your dieline or CAD, with its label, cap and finish, is the largest cost of the first set. If it stays with one studio, every later image pays for cameras, scenes and text, not for building the product again.



Maverick Frame production render.

THE ROADMAP

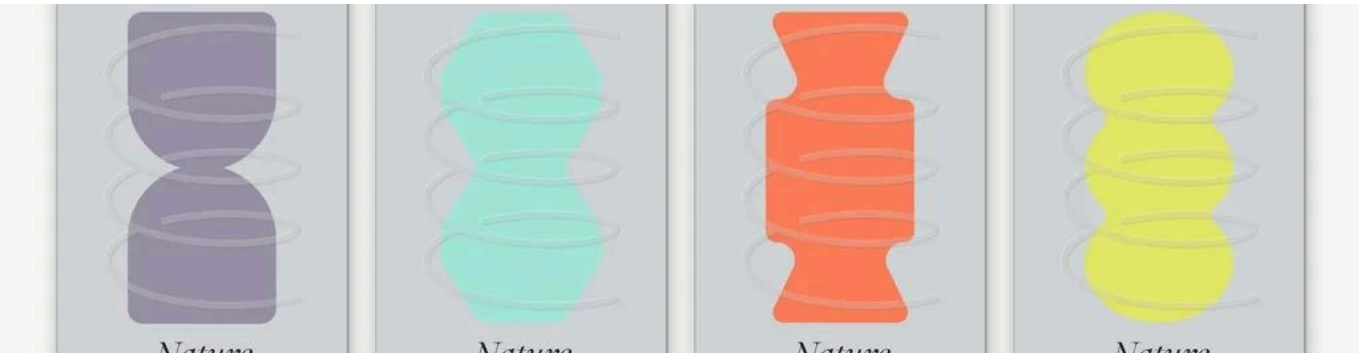
What to order at each stage, and what it keeps

Five stages, in the order most brands meet them from the first listing to the next season. Each row says what to order, who will see it and what the next stage reuses.

STAGE	ORDER THESE VISUALS	WHO USES THEM	CARRIES OVER
Pre-launch	3D models of each SKU from dielines or CAD, and the main image on white	Brand team, Amazon listing, retail buyers	SKU models, label artwork
Image stack	Infographics with the benefit text, lifestyle and size images, what's in the box	Shoppers on the listing, your agency	Scenes, layouts, icons
A+ Content	Header banners, comparison chart, Brand Story carousel and Store tiles	Shoppers comparing your range	Banner scenes, range line-up
Tests	Main image versions for Manage Your Experiments and a short listing video	Your team reading the test results	The winning main image, video
Refresh	A new flavour or label, seasonal lifestyle images, rebuilt infographics	Shoppers on Prime Day and holidays	Everything, for the next round

Start where you are

If your listing is live and losing clicks, start at Tests: we build the models from your photos and dimensions, render main image versions, and the same models then feed the A+ and refresh images later.



Maverick Frame production render.

WHAT IT COSTS

Four SKUs, five stages, line by line

A composite for a brand launching four SKUs of one range on Amazon, priced at our studio rates. Unit rates are the same in both totals; only the product model build changes.

	LINE ITEM	BASIS	AT STUDIO RATES
01	Pre-launch: 3D models of four SKUs from dielines	4 x $360	**$1,440**
02	Pre-launch: main image on white per SKU	4 x $180	**$720**
03	Image stack: infographic renders, two per SKU	8 x $180	**$1,440**
04	Image stack: lifestyle image per SKU	4 x $270	**$1,080**
05	A+ Content: banners, comparison chart and Brand Story	scene reused from Pre-launch, 5 x $270	**$1,350**
06	Tests: main image versions, two per SKU	model reused from Pre-launch, 8 x $135	**$1,080**
07	Tests: listing video, 30 s	0.5 min x $4,000	**$2,000**
08	Refresh: one new flavour, model and three images	$360 + 3 x $180	**$900**
09	Refresh: seasonal lifestyle images	scene reused from Image stack, 2 x $270	**$540**
	Pre-launch stage		$2,160
	Image stack stage		$2,520
	A+ Content stage		$1,350
	Tests stage		$3,080
	Refresh stage		$1,440
	Planned as one roadmap		**$10,550**
	The same visuals bought stage by stage, from scratch		**$16,310**

20%	24%	13%	29%	14%
PRE-LAUNCH	IMAGE STACK	A+ CONTENT	TESTS	REFRESH

From scratch means each later stage goes to a new vendor who builds the four SKU models again for $1,440 before rendering anything. Shares are of the $10,550 planned total.

THE ONE PAGE

What to send us at each stage

The short list of inputs that decides the price and the timeline at each stage. Send what you have; missing items become questions, not delays.

01	**Pre-launch: the product**	Dielines, label artwork or CAD; otherwise photos from all sides with dimensions in millimetres.
02	**Pre-launch: the range**	Every SKU, size and colour, and which one leads the listing.
03	**Image stack: the claims**	Benefits, ingredients or features you can stand behind, in your order of importance.
04	**Image stack: the buyer**	Who buys it, where they use it, and the questions they ask in reviews.
05	**A+ Content: the brand**	Brand guide, fonts, colours and the rest of your range.
06	**Tests: the listing**	A link to the listing and the competitors next to you in search.
07	**Tests: the video**	Length, where it plays and whether it needs text on screen.
08	**Refresh: the change**	The new flavour, label or season, and the date it goes live.
09	**Refresh: the results**	Which images and tests worked, so the next round builds on them.

Change stage, keep the models

If we built your products at an earlier stage, reopening them takes one email: name the stage, the new images and any label changes since. The models are on file, so the quote starts from cameras and text, not from the build.

Our terms are on the next page

Market ranges for stills and per minute of animation, our standard timelines and what counts as a revision round are on page 06, so you can check every rate in this composite.



Maverick Frame production render.

WHAT THINGS COST

Market rates and our terms, so you can check any quote

Ranges seen across the market in 2026, freelancer to studio. Use them to sanity-check any quote, including ours.

DELIVERABLE	FREELANCER	STUDIO
Single exterior still	$100 - 300	$250 - 600
Single interior still	$120 - 350	$300 - 700
Package of 5 - 8 views	$600 - 1,500	$1,500 - 4,000
Animation, per minute	$1,000 - 3,000	$3,000 - 8,000

Our standard timelines and revision terms. They are what we quote unless a project needs something else, and we say so before work starts.

STAGE OR DELIVERABLE	MAVERICK FRAME STANDARD
First draft of a still	3 to 5 working days from a complete brief
Finished stills, package of 5 - 8	2 to 3 weeks, drafts included
Animation, up to one minute	4 to 6 weeks, storyboard and preview first
Revision rounds included	Two at draft stage, one on the final image
What counts as a round	One consolidated list of comments, sent at once
Rush delivery	Half the time for about 40% more, when the schedule allows

Line up a studio before the deadline is on fire

The most expensive projects we see are not the badly briefed ones. They are the ones briefed in a panic, after the first supplier failed and the launch date did not move. Vet one or two studios while nothing is urgent.

A note on in-house: one artist needs around ten software subscriptions, a workstation and a stack of adjacent skills - modelling, lighting, post-production and client communication. It pays off only when that person is busy every day. Below that, the arithmetic favours outsourcing on its own.

NEXT

Send us what you already have

Plans, a model, photographs or a draft brief, in whatever state they are in. We will reply with a scope, a price and the questions that decide it - as a reply, not a sales call.

The contact form	maverickframe.com/contacts/
Amazon listing work	maverickframe.com/solutions/3d-rendering-for-amazon/
Or simply	reply to the email this guide arrived in.

Written by the people who read these briefs

Dim Kuzmenko is the founder of Maverick Frame Studio. The figures in this guide come from our own inbox and our own rate card, not from an industry survey.