

## **Photographic Services and Prices**

Information and pricing is presented for:

Photography  
Individual Image Prices  
Custom Film Scanning  
Custom Digital Albums (Creation)  
Photo Restoration

Note. These prices included in this Brochure do not include Washington State Sales Tax.

### **Photography**

All photography is performed using the latest Nikon professional digital camera (D2X), professionally rated lenses and supporting lighting equipment. The image quality of the Nikon D2X is superb in both color and resolution; prints up to 30x40 inches are possible.

As in all types of photography, there are two phases in creating an image. The first phase is the initial capture. The second phase is the post-capture image optimization. For any photography assignment, time is required for initial capture and post-capture image processing for cropping and adjustment to optimize color and contrast. Charges are made for both these tasks on any assignment. For certain projects such as Weddings, Senior Photography, Family Portraits and Special Events the package prices includes both initial capture and post-capture processing.

Please call for a quote on your special photographic needs.

**A standard rate for all photography services is \$75.00/hour. A rate of \$30.00/hour for travel is charged if travel is required outside the Tri-Cities area.**

## Image Pricing

It is our practice to make available low resolution digital proofs of all images for computer viewing from our Client Gallery Web Page. A special request can be made to have low resolution proofs written to a CD; each proof CD is \$10.00.

Photo Reflections retains the copyright for all photographs taken on all projects. We will release the copyrights for client use and make images available at the following rates.

<b>Images</b>	<b>Cost / Image</b>
1-10	\$20
11-20	\$200 + \$15 each for images 11-20
21 or greater	\$350 + \$10 each for images above 21
Example 1. If you wanted to purchase 10 images, the cost would be, $10 \times 20 = \$200$ Example 2. If you wanted to purchase 15 images, the cost would be, $(10 \times 20) + (5 \times 15) = \$275.00$ Example 3. If you wanted to purchase 25 images, the cost would be, $(10 \times 20) + (10 \times 15) + (5 \times 10) = \$400$ .	

Special Note: We have seen examples of prints made by others using our original images. In every case we have been disappointed in the quality of the results. Our goal is create the best possible professional images and prints using today's state-of-the-art equipment.

## Film Scanning

For scanning of photographic film (both positive and negative) we utilize an Imacon Flextight II Professional Scanner. Many professional photographers believe the Imacon scanners to be the best scanners available.

The scanner can create very large files - 50-400 megapixel files are not unusual. Scanning cost is commensurate with the final file size required – for example a lower resolution, 5 MB file from a 35mm will cost less than a high resolution, 300 MB file from a 4x5 inch film image. The following table summarizes the pricing structure.

File Size	Cost (1)(2)
Film scanning standard rates (1): 50¢/ MB This relates to the following scanning costs:	
Low Resolution scans up to 10 MB	\$5.00
High Resolution 35mm scans up to 20 MB	\$10.00
High Resolution 2.5x2.5 film scan (up to 50 MB)	\$25.00
High Resolution 4x5 film scan (up to 100 MB)	\$50.00
(1) Discount Pricing is available if the number of images to be scanned is greater than 25. Call us for details. (2) A minimum charge of \$50.00 is required on all Imacon Scanning.	

## **Custom Digital Albums (Creation)**

Custom digital albums consist of a sequence of images created for electronic display – either computer monitor, High Definition TV or special photo viewers. The album pages (each page is a separate file) contain not only photographs but digital imaging effects that blend together to set a mood and background for the story, event or product. Several examples of Digital Albums are presented on our Web Site (see the “Digital Album” and “Wedding” pages).

The advantages of Digital Albums are:

1. Digital imaging techniques can be used to correct and enhance the original photos,
2. a wide range of viewing options exist including,
  - a. computer monitors,
  - b. DVD and High Definition Television
  - c. they can economically be copied and distributed ,
  - d. special LCD picture frames and viewers
3. the color from properly calibrated computer monitors is better than can be obtained from the best custom prints. High Definition TV is rapidly gaining in color and resolution quality. The proposed High Definition DVD format (to be available in the first half of 2006) will be able to display images comparable to high quality computer monitors. Future advances in electronic displays will establish the standard for optimum image viewing!
4. digital albums if properly cared for will last forever with NO degradation.
5. can be easily duplicated

Albums can be created for any special event or product. Also, your personal slides and photos can be scanned to create Digital Albums – this is a perfect way to convert your current photographs into a form that will last forever.

The cost of creating a Digital Album is related to the time required to take the photographs (or scan the images) and to process the images into the album pages. For example, wedding albums can be created in as little time as a couple of hours - but albums with unique cutouts, montages and special effects can take from 8-16 hours depending on the number of images to be included.

- **Cost of Album Creation is \$75.00/hour.**
- **Cost of converting a Digital Album to a slide show DVD for HDTV is \$75.00. The cost of writing each DVD's is \$15.**
- **Cost of writing a Digital Album to a CDROM disk is \$15.00 each.**

## **Photo Restoration**

For information and examples of photo restoration work see the 'Photo Restoration' Web Site Page; also be sure and view the 'Photo Restoration Gallery' via the link at the bottom of the page.

- **Photo restoration fees are \$75.00/hr. It is difficult to estimate the work required to restore photographs until a scan of the original is made and reviewed.**