

Senior Portrait Information Guide

My Image Review and Portrait Order Appointment Date Is:

_____AT _____ AM/PM sharp.

This time has been specially reserved for you! **You will be viewing your images and placing your portrait order. All family members that will be part of the decision making process need to be present at this time.** If for any reason you should need to change this date, please call us within two business days prior to your appointment to reschedule.

Please plan on this appointment taking up to an hour. Orders taking more than an hour will be charged \$20 per half hour for the additional time. We realize that “life happens”; however, if you are running late, you may need to reschedule. The more prepared you come to your appointment, the less time required.

To place your order, and have us send it to the lab, you will need a deposit of at least **50% of the total amount.** The balance due must be paid in full to remove the photos from the studio. We accept checks, Visa, Mastercard, Discover & American Express.



*Photographic
Artistry*

*127 W. Bridge St
Plainwell MI. 49080*

269-685-6010

*PhotographicArtistry.net
jdsipa1@sbcglobal.net*

*Hours
By Appointment only*

Tuesday—Friday

Thank you for selecting Photographic Artistry.

We value your trust and want you to be pleased with the portraits that we have created for you. This booklet provides you with all the information you will need in regards to portrait sizes, finishes, framing, payment policies and any other tips needed to make the right decisions in selecting your portraits.

We want to help you in any way possible to make the selections of your senior portraits easier.

Sincerely,

Joe Sherman

At Your Preview Appointment...

On the day of your preview appointment, you will be greeted with a smile as always. You will be taken into our comfortable preview room, and asked to sit back, relax, and enjoy seeing the projection of your images.

The purpose of this projection is for you to make final selections of the poses you want to order. *Please do not select your images based on color. We print for skin tones, and images may vary from screen to screen. Also do not make selections based on facial imperfections, minor problems in the background or centering; our studio artist will “enhance” each ordered image, so that you look your absolute best!*
Quality is important to us and we give our very best.

Once you have selected your very favorite images, we will discuss packages which work best for your family. We will also work with you on a payment option which best meets your needs. Packages and A-La -Carte are both available to meet your specific needs. **We are not high pressure and are here to help you receive the most for your investment. A 10% discount will be applied to orders placed within two weeks of your images going online.**

Rescheduling and Missed Appointments

We realize that “life happens” and that you may need to change your appointment. All we ask is that you please call us within three business days prior to your scheduled appointment so that we may offer that time to another person who may be waiting. (That person waiting could be you!)

If you are running late due to life’s unexpected events, you may also need to reschedule your appointment, as we must stay on schedule for the respect of others. The Portrait Needs List on the back page is a sheet designed to help you organize your ordering.

Delivery and Shipping

Your completed senior portrait order will be ready in approximately 3-4 weeks from the date of your order deposit. You will receive a phone call when your order is finished and ready for delivery. **No partial orders will be delivered without full payment of the order.** UPS shipping is available upon request. Please ask us if you require this service.

Returned Check Policy

Again, we realize that life happens and mistakes are made; however, a return check fee of \$25.00 will be made for all returned checks. Each payment following the returned check must be received in the form of cash or money order.

Portrait Copyrights

In 1976, the Federal Government passed a law making it illegal to copy materials protected by copyright, including professional photography. This means that copying any of your portrait images by any means, including your photocopier, digital scanning, or copy photography is strictly prohibited. We do, however, keep your portrait images on file for ordering at a later date, should the need arise.

From time to time, we are requested to give a copyright release. We offer a copyright release only for services that we are unable to provide, such as putting an image on a graduation cake. We sincerely appreciate your cooperation in helping us maintain the highest levels of quality and integrity that you have come to expect from **Photographic Artistry**.

Our Referral Program

We greatly appreciate referrals! Therefore, we will reward you generously for each 2009 senior you refer to our studio. As the free gifts may change periodically, please contact our studio to see what great gifts are available for you to choose from.

Common Questions Asked When Ordering Portraits

Each year, we are asked questions about ordering portraits. We'd like to share with you some of the most common questions and their answers. It just may help you also.

Is retouching included? Retouching (art enhancement) is part of our standard quality that we offer for our clients. We remove blemishes and soften the natural "bag" under the eyes. Please let us know if you want to keep or remove moles or scars. Scars can be removed or softened. Occasionally, lighting cords or light stands will show up in the background. These will be removed free of charge. More extensive artwork (such as removal of braces, whitening of teeth and eyes, stray hairs, glass glare) is available upon request for an additional charge. Just ask for a quote.

What if I like different poses than my parents? Don't worry! Our packages are designed to include a variety of poses that may be used however you choose. There are enough poses in most packages to make Mom and Dad happy, as well as yourself! You may also choose off of the A-La-Carte menu if that meets your family's needs.

How do we choose the proper size for a wall portrait? Go home and measure the area where you would like your portrait displayed with a tape measure. A hallway or living room is usually the best place to display at least a 16x20. The stairway is also a good place for a 16x20. The family room or above a fireplace is a prominent location and deserves at least a 20x24 or larger. Keep in mind that portraiture is another form of fine art just like oil paintings and should be able to be appreciated from a distance. You should not have to stand close to the portrait to enjoy it!

Can I re-order additional portraits later? Absolutely! We keep your portrait images on file so that you may re-order later or should we need to replace a damaged portrait.

Viewing Your Images Online

1. Go to PhotographicArtistry.net
 2. Click on bear
 3. Enter password _____
 4. Enter an email address in the box provided
 5. Click on view and select images
 6. Write down #'s of your favorite images
(This will be a 4-digit #)
- Please be sure your computer will allow pop-ups from www.onlineprintit.com

The Finishing Touch

Nothing will completely enhance your portraits like the perfect frame. We have a computer program that can show your images in a wide selection of quality frames. The variety ranges from hard woods to gold and silver/pewter tones: from traditional to contemporary styles. We will help you select the perfect frames to coordinate well with your portraits.

Because we want your portrait experience to be as easy as possible, we provide portrait framing (not matting) as a service to you. The frames cover many levels of price ranges and we are always less expensive than professional frame shops. We will fit the portraits into the frames checking closely for dust particles, add the proper frame hanging hardware according to the size of the portrait and protective bumper pads on the back of the frames so they will not scratch your walls. All you have to do is take the portraits home and hang them up!

Payment Options

A 50% deposit is required before we can send your order to the Lab. If you would like to make payments, we will work with you. All portraits must be paid for to remove them from the studio.

*** A-La-Carte Portraits***

DESK SIZE

(1) 8x10 – \$72.00
 Additional (same pose) \$50.00
 (1) 5x7 – \$50.00
 Additional (same pose) \$28.00

WALLETS

(*limited to one pose)

8 – \$48	80 – \$200
16 – \$65	96 – \$240
24 – \$89	200 – \$400
48 – \$125	248 – \$496

A \$20 charge for each additional image will apply for more than one pose.

WALL SIZE PORTRAITS

Finish: Standard	Pro	
	Texture	Canvas
11 x 14 \$177.00	\$209.00	\$299.00
16 x 20 \$261.00	\$299.00	\$399.00
20 x 24 \$345.00	\$379.00	\$499.00
24 x 30 \$439.00	\$459.00	\$699.00
30 x 40 \$628.00	\$699.00	\$899.00

Straight Packages

Package # 1

1 – 8x10
 4 – 5x7 = \$314.00
 40 – Wallets

Package # 2

2 – 8x10
 2 – 5x7 = \$334.00
 80 – Wallets

Package # 3

2 – 8x10
 2 – 5x7 = \$354.00
 96 – Wallets

ONLY ONE POSE ALLOWED per package.

10% OFF Wall Portraits 11 x 14 and up.

Multiple Packages may be purchased.

No substitutions with Straight Packages.

Proofs

8 – 4x6 proofs (not in folio)
 Flex Package FREE
 \$300 & order others \$75.00
 Folio (empty) \$25.00
 Additional Sheets (proofs) \$20.00

Individual proofs

with \$200 order \$25.00 each
 with Flex package \$10.00 each
 with \$700 order \$5.00 each

Name Imprinting

(wallets only)

Gold imprinting in:

Script or Block

\$45.00 for first 100 – .50 for additional

White imprinting in:

Script

\$25.00 for first 100

Flex Package

Best Value!!

8 Free Proofs with the purchase of A Flex Package.

30% off wall portraits with the Purchase of a Flex Package.

# of sheets	1 – 3 Poses	4 – 5 Poses	6 – 7 Poses	8 – 9 Poses
17	\$493.00	\$543.00	\$593.00	\$643.00
18	\$513.00	\$563.00	\$613.00	\$663.00
19	\$533.00	\$583.00	\$633.00	\$683.00
20	\$553.00	\$603.00	\$653.00	\$703.00
21	\$573.00	\$623.00	\$673.00	\$723.00
22	\$593.00	\$643.00	\$693.00	\$743.00
23	\$613.00	\$663.00	\$713.00	\$763.00
24	\$633.00	\$683.00	\$733.00	\$783.00
25	\$653.00	\$703.00	\$753.00	\$803.00

26+ Sheets— add \$16.00 per sheet

10+ Poses— add \$25.00 per pose

Yearbook Portrait Policy

Yearbook portraits are **FREE** when you place a **minimum \$200** order, at least 4 weeks prior to your school's yearbook deadline. If your order is not at the minimum, a **\$25** charge will apply for yearbook Portraits. A **\$50** rush charge will be added for portraits ordered less than **4 weeks** before the deadline date. Please remember you must order from a pose acceptable to your school's yearbook portrait standards.

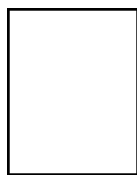
We cannot be responsible for rejected portraits. We will order a different pose for a \$25 fee.

Yearbook portraits ordered without placing a portrait order will require a \$75 non-refundable deposit (\$50 will be put toward a portrait order if placed) plus any applicable charges stated above.

Our Flex Package system is VERY simple!

1. Determine how many portraits you are going to need, and which poses you would like to order from.
2. Portraits are ordered by the sheet.
Convert them into sheets following these guidelines:

1 – 8x10



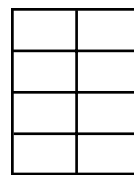
1-SHEET

2 – 5x7s



1-SHEET
(SAME POSE)

8 – Wallets



1-SHEET
(SAME POSE)

3. Use the “Flex Package” chart (on the left) to determine the price of your package.
4. All portraits that require retouching for blemishes are retouched free of charge. If special artwork is needed, we only charge you what the lab charges us. Please ask for a quote.

Ordering your Portraits

You must schedule an appointment to place your order!
(269) 685-6010

**SPECIAL NOTE – 10% discount on orders placed within 2 weeks
of your images being available to you.**

**Email : jdspa1@sbcglobal.net
Website: www.PhotographicArtistry.net**

PORTRAIT NEEDS LIST

	Names	Pose#	8x10	Pose#	5x7	Pose#	Wallets	Pose#	Misc.	8 proof poses
Mom										
Dad										
Grand-parent										
Grand-parent										
Grand-parent										
Aunt/ Uncle										
Aunt/ Uncle										
Aunt/ Uncle										
God Parent										
Friend										
Friend										
Friend										
Wallets										
Wallets										
Wallets										
Banner										

Some other items we have available to purchase are; a wide variety of composites, banners, posters, note cards, keychains, decks of cards, magnets, calendars, buttons, notepads, bag tags, statuettes, graduation announcements, thank you notes, etc.

While you are viewing your proofs, you will want to choose a pose for your senior yearbook. A headshot works best and you will need to follow your school yearbook guidelines. #_____

One hour will be scheduled for us to take your order. Each additional 1/2 hour of ordering time will cost \$20.00.

1

Outdoor Session
2 Clothing Changes
Free
Value \$30.00

2

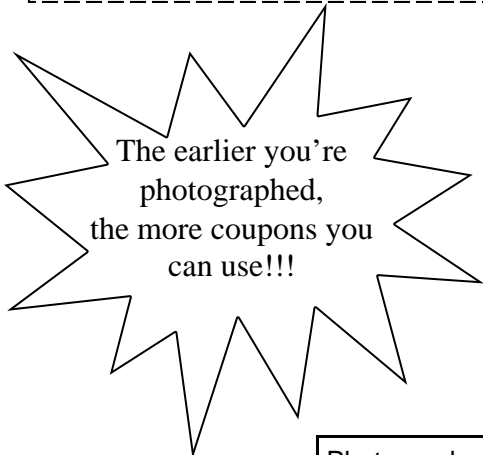
White Room Session
2 Clothing Changes
Free
Value \$30.00

3

White Wallet Imprinting
Your first name & Year
Free
Value \$25.00
(or 50% off gold imprint)

4

Graduation Open House
Banner
6' x 18" with Photo
Special Price \$35.00
Value \$50.00



Coupon Bonanza!

For the Class of 2010
More coupons on back of this page

Photographic
Artistry
269-685-6010

Photographed in JUNE	Order by July 14	USE ANY 5 COUPONS
Photographed in JULY	Order by August 15	USE ANY 4 COUPONS
Photographed in AUGUST	Order by September 15	USE ANY 3 COUPONS
Photographed in SEPTEMBER	Order by October 15	USE ANY 2 COUPONS
Photographed in OCTOBER	Order by November 15	USE ANY 1 COUPON

5

Empty Folio
Traditional Folio that
holds your 8 proofs from
The Flex Package.
Free
Value \$25.00

6

Photoshop Special Effects
(please make a plan
before your session)
Free
Value \$25.00

7

8 Wallets
From a pose
in your package-
Free

8

24 Wallets
From a pose in
your Flex Package-
Free

9

*Free Pose
Added to a Flex
Package
Value \$25.00*

10

*Graduation Tassel Frame
8x10 Frame w/ 5x7
opening
Price \$50
w/ coupon \$25*

11

*Graduation
Announcements
50% off regular price*

12

*The Skinny
30" x 5" print
Includes 7- 4x4 images
Price \$50 w/ coupon \$25*

13

*Free
4x10 dry erase board
With Magnet Backing
Value \$25.00*

14

*50% off
a Kendall
Heartcraft
Frame*

Free CD of Resized Images for anyone who purchases a Flex Package.
Great for Myspace© and Facebook© fans!
You will receive a CD of full-sized images and a copyright release if your purchase is \$700 or more.