

Apple Country Photography

2011 Services & Price List

Thank you for considering *Apple Country Photography* for your portrait or event photography needs! I will strive to create the best images possible for you that will last a lifetime. I offer a wide range of services including: (i) artistic formal and informal child, senior, and family portraits, (ii) events of all types, (iii) action sports, (iv) concerts, plays, and recitals, and (v) freelance photojournalism.

Reschedules are *always* permitted for portrait shoots because your shoot works both ways: if you want an outdoor shoot and the weather is not right, *I* will have to reschedule. I am most happy to also reschedule event shoots if my schedule permits.

When you book a shoot with me, you will be asked for your contact information and we will discuss your wants and needs for your shoot. For all shoots, I offer free consultations and will work with you on clothing and styling. I am extremely flexible and allow you to change outfits and add or switch as many props as we need to. I want you to enjoy your shoot and promise to make it a fun experience.

After your shoot, I will contact you when your order is up for viewing on my website through your private gallery. I recommend that you narrow down your choices based on the web previews and feedback I post on your gallery and then I will personally work with you to choose your images by looking at the high resolution images on my monitor.

Shooting Fees

- \$100 standard portrait shoot (unlimited shots up to 1 hour)
- \$150 deluxe shoot (unlimited shots & clothing changes up to 1.5 hours)
- \$200 for up to 1.5 hour event shoot
- \$250 for up to 2 hour event shoot
- \$100 action sports shoot fee; discounts on multiple bookings
- Please contact me for quotes on photojournalism assignments

I don't generally book a shoot more than 20 miles from Stow, unless it's a special shoot at a location such as at Wingaersheek Beach. For those, I book no more than two families per session and offer only deluxe shoots as an option. Contact me for longer shoots and weddings not listed above. I do a limited number per year.

Professional Portrait Prints

I use one of the best digital printing labs in the country, Miller's Professional Imaging. They offer a wide range of print services and unparalleled quality. I print on two types of photographic papers. For color, I use Kodak Professional Portra Endura Paper in matte finish. This paper has accurate colors, realistic saturation, and excellent flesh tones. For black and white, I use Ilford Professional Black and White Paper in matte finish. This is a special resin-coated paper specifically designed for making continuous-tone black and white prints directly from digital images.

Portrait prints cost more than event prints because they are all individually color corrected and manually retouched in Photoshop. My portrait prints list the most popular print sizes, many additional size options are available and I can custom size to your exact specifications. I can generally print larger than 20x30", but this depends on the image.

A free Web CD (1600 pixels) is available upon request.

Print Price List for Portrait Sessions

Color Kodak Portra Matte	B&W Ilford Matte
4x6 \$10	4x6 \$12
5x7 \$15	5x7 \$17
6x9 \$15	6x9 \$17
8x10 \$28	8x10 \$31
8x12 \$28	8x12 \$31
10x15 \$45	10x15 \$50
11x14 \$45	11x14 \$50
16x20 \$85	16x20 \$95
16x24 \$120	16x24 \$130
20x24 \$140	20x24 \$150
20x30 \$160	20x30 \$175

Surface Modifications: For my portrait prints, I offer a wide variety of surface textures. I have samples of these for you to consider. They are generally used for mounting photographs in frames without glass and mats. Images framed like this look absolutely wonderful. Prices are reasonable and available with the Portrait Print Order Form.

Mounting: I offer single and double weight matboard and foam board mounting options. If you are having your image framed without mat and glass and getting a texture, doing the framing yourself or you want something durable that you can leave out of a frame or swap out with different pictures, it is definitely a good idea to have me mount your photos. Prices are reasonable and available with the Portrait Print Order Form.

Retouching: Basic retouching is available at no cost for portrait prints 8x10” and larger. More complex “deluxe” retouching is available and priced at \$30 per image for most types of retouching (including braces removal) and \$50+ on glamor retouching.

Framing: I offer a wide selection of traditional frames. Please contact me for more details or see the catalog on my website under “Services”.

Professional Canvas Prints

I am pleased to offer you a line of fine art canvas prints. Your portrait will be printed on museum-quality canvas and hand stretched onto a custom-built, wooden frame. Your print is made with the highest quality, archival inks that will never fade or discolor. Each print is sprayed with a UV coating for added protection and a gloss-type finish.

I partner with Simply Canvas, a custom lab that prints only canvas and does it exceptionally well. They offer the most options of anyone in the business. You have to see these prints to appreciate their quality. I have several samples at my studio. Canvas prints have to be carefully designed by hand. Gallery wraps have the image printed on the front and sides of the frame and a thick 2” frame is used with attached hanging wire. They are hung directly on your wall without frames, thereby saving you money that you can put into a larger size print.

My most popular sizes, and their prices, are:

- \$250 for 16x20
- \$350 for 20x24
- \$400 for 20x30

In addition to my standard sizes, I can produce any size you desire up to 40x60”. Please ask me about custom sizes and shapes, whether they be square or rectangle shape. My canvas prints are perfect for filling any large wall space in your home. Finally, artist brush strokes can be added to any canvas print for a \$50 additional charge regardless of print size.

Professional Event Prints

For events, including sports, I print on the same high quality paper that I use for my portrait prints. However, I offer a lower price than my portraits because there is less work that goes into making the final print. I also do not offer prints larger than 11x14" and do not print on canvas or offer surface modifications or mounting. If you want these services or larger sizes, please use the portrait price list. A free Web CD (1600 pixels) is available upon request.

Print Price List for Events and Sports

Kodak Portra Matte (Color or Black & White)	
4x6	\$8
5x7	\$12
6x9	\$12
8x10	\$20
8x12	\$20
10x15	\$28
11x14	\$28

Paul's Apple Country Living Reprints

If you live in Stow, MA or surrounding towns, you will regularly see me covering community events. Print prices are somewhat more reasonable than my Event prices. To view the images and order, see:

www.applecountryliving.com

Click on "Apple Country Living Photo Galleries." Note that not all images are works of art. Sometimes the goal is just to get a shot of a particular person at a particular time and the images aren't always creative. The idea is to just catalog our community in pictures. All images since 2008 are available for direct online ordering. Images prior to 2008 are available to order via a downloadable form. Some popular sizes and prices are: 4x6 5\$, 5x7 8\$, 8x10 15\$, and 11x14 25\$.

Freelance Photojournalism

I am a freelance photojournalist and happy to accommodate your needs. I am a member of the National Press Photographers Association and New England Press Association. My main area of interest is sports photojournalism and I currently cover a wide range of NCAA Division I sports for various media outlets.

I work on deadline and place all images on a secure website for client's to download. The website specifies copyright details.

Please contact me for pricing.

Holiday Greeting Cards and Shoots

For the season, I offer custom designed holiday cards that have that "WOW factor!" In November, I do multi-family 30-minute shoots with absolutely no sitting fees. Your only cost is the cards. You can also use images from any previous session with me. You pick a design and the images you want. I do the layout, let you approve the proofs or offer suggestions for improvement, and my lab prints cards that are unbelievably professional.

I offer three different sizes in either vertical or horizontal format and Smooth, Glossy, Linen, or Pearl papers. Envelopes can have your return address printed on them. Prices are available by quote and you must order a minimum of 50 cards. Prices go down with quantities over 100. To give you a rough idea of pricing, an estimate for 5x8" folded cards with envelopes is \$2.40 per card (for 100 or under). Most popular are the 5x7" promo cards, printed double sided. These are \$1.60 per card with envelopes (for 100 or under).

Softcover Books

My softcover books are created individually by hand in Photoshop. For events, including sports, I can do a book with corresponding text. I am happy to produce whatever you desire. The books are professionally saddle-stitched. Price: \$50 each for 20 pages of a basic layout 6 1/2" x 6 1/2" book and \$100 for 8x10" book. There are significant discounts for quantity orders: 35% off additional books. Full pricing is available by quote and through special book order forms accompanying your event gallery.

Hardcover Books

Hardcover photo books come in gold or silver foil stamped black eurohyde, suede, or cloth covers. Prices depend on the complexity of the layout, how many pages and images you want to include, book size, and how much text to include. For hardcover, the base price is \$150 for a first edition 8x10" book with 40 color pages and modest customization and personalization. There is a 35% discount on additional books, including team yearbook orders for sports or organizations. Full pricing is available by quote and through special order forms accompanying your event gallery.

100% Satisfaction Guarantee

I offer a 100% satisfaction guarantee as long as you notify me within 2 weeks of the delivery of your prints. If you are unhappy, simply return your prints and I will reprint making adjustments as you request. If you are still unhappy, I will refund your purchase order. Press products are approved at the proof stage and can be returned only if there is a printing error.

Invoicing

For simple portrait shoots, I invoice upon delivery of the products. To ensure your shoot time for events or long shoots, I require a contract and I invoice for the session fee in advance of the shoot. All invoices are payable within 30 days.

About Me . . .

Paul Trunfio is a member of the Professional Photographers of America (PPA). He is experienced in both film and digital image capture and image processing and has a wide variety of professional cameras and lenses to meet any photographic challenge. For more information, contact:

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