

Apple Country Photography

2009 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)
- \$175 for 1.5 hour event shoot
- \$225 for 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.

Web CD: A free Web CD of all your images is included with all shooting fees for all who ask for it. Most people don't want it, but if you do, just tell me and I'll be happy to put it together for you. This will allow you to make a website, e-mail images to friends or family, or run computer slideshows. See High Resolution Images on p. 5 for further details. The images are not watermarked.

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 digitally 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.

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.

If you want me to shoot an event (let's say a family reunion) and also do portraits where you will want large prints, retouching and finishing services, or canvas or surface modifications, I will charge only the event shoot fee but ask that we discuss in advance the kind of prints you are ultimately looking for. When it comes time to shoot your "portraits," you can order from the portrait package above for prints designated as portraits and use this price list for any others.

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

High Resolution Images on CD

You can get one high resolution image per session (portrait or event) on CD when you place your print order. With this image, you can order products yourself at any of the online stores (e.g., I strongly recommend mpix.com). Price: \$25.

High resolution images for an entire event or portrait shoot are available on an archival DVD for \$300.

Organizational Action Sports, Portraits, or Events and Fundraisers

For large group non-profits and even some for-profits (e.g., schools, sports teams), I generally waive my sitting fees in anticipation of large bulk orders. Waiving fees partly depends on how many events you hire me to cover and how many anticipated orders there are. The organization signs an "event photographer" agreement which simply means I have special event access and exclusive professional shooting rights. Many events hosted with online ordering. Reduced cost print packages are also available.

For all non-profit events, I give 10% of my net proceeds back to your organization. I am also happy to discuss with you a fundraising event, where I donate significantly more of my net proceeds to your organization.

Action Sports and Events “Small Group” and “Whole Team” Shoots

There are two ways I will shoot action sports or events like concerts and plays if the league or organization doesn't hire me: (1) small groups of three or under or (2) the whole team or group. For these I charge my sports shoot fee, and you can split the shoot fee amongst however many parents are involved while one parent is the point person for hiring me. Small groups would be good, for example, if you want me to focus on one or a few athletes at a sporting event or performers in a concert or play. This will obviously allow me to get more individual shots than shooting for the whole team or recital and give you more images to choose from. If more than three parents hire me, you can still split the same shoot fee, but depending on the sport, I may not be able to focus on each child so specifically. This means you may not have as many choices in photos. It's up to you how you want me to shoot. I will be happy to shoot both ways. I just offer no guarantees that your child will be covered well if you choose the "whole team" approach. I include short session “sportraits” (portraits while dressed in sports clothes) for these shoots.

If you want me to shoot multiple sporting events to capture the essence of the season, I will do that at reduced shoot rates. Shoot rates are dependent on pre-purchased yearbook orders. Yearbooks cost \$100 and up for 20-40 pages. Generally, for individual athletes I offer a 20-page softcover yearbook with front cover image and personalized back cover. For groups or teams, I offer a 40 page hardcover book with the first book costing \$150 and additional books at lower prices. Prices are dependent on quantity and can be as low as \$45 for softcovers and \$85 for hardcovers. I have samples of both and would be happy to show them to you. Again, I ask that a parent be the point person and work with me to obtain orders.

Baby, Toddler, and Kid Clubs

I realize that many parents want to capture their children as they constantly change throughout their early years and I am offering three special clubs so that capturing these images is not cost prohibitive. I also realize from personal experience that babies and toddlers can have bad days and sometimes you just cannot capture what you want to capture in a photo shoot on a particular day.

What I am offering is unique. For a reasonable fee, you can become a full-fledged

member of the Apple Country Baby Club, Toddler Club, or Kid Club for two full years. The Baby Club offers you a nearly unlimited number of photo shoots from birth to 2 years old and a 20% discount on prints. The Toddler Club is for children 2-4 years old and the Kid Club is for children 4-6 years old. You get a full two year membership with each club. When I say nearly unlimited photo shoots, I mean that typically you can arrange a session every 3 months plus holidays and special events (i.e., birthdays) and if the shoot doesn't work that day we can reschedule for another day as many times as needed. It's unlimited within reason. I can do formals with backdrops, candid, black and whites, props galore, indoor/outdoor, at your home in the crib or in familiar surroundings, and all kinds of clothing changes. The possibilities are limitless.

This is your opportunity to have a professional photographer catalog your children as they grow at a reasonable cost with quality, comfort, and service that far surpasses the "mall" studios who do boring poses and print on crappy papers in harsh always-indoor industrial environments or other professional photographers who are too busy to offer this kind of service. The holidays are: Valentine's Day, St. Patrick's Day, Fourth of July, Halloween, Christmas, and Easter. This is what I did for my kids and I promise it will be something that you will always cherish. I will supply you with an archival album so you can store your pictures in sleeves that hold 4x6, 5x7, and 8x10 prints.

Because this is time intensive for me, I am offering this service to an extremely limited number of families. Additional children from the same family incur only a small incremental charge and you can mix and match (each kid separate, with siblings, etc.) as you wish. Club members also get discounts on regular family shoot session fees. The 2-year membership fee is only \$1000, invoiced as \$500 per year. It also includes an invitation to our exclusive halloween party!

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.

Paul's Apple Country Living Reprints

If you live in Stow, MA or surrounding towns, you will regularly see me at events. Print prices are somewhat more reasonable than my Event prices as a service to the community. And all proceeds go to charity. Images are at:

<http://www.applecountryliving.com>

Under “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 my community. Periodically, I will be updating a “best of” gallery. Feel free to order using my special order forms and send to me by mail. I generally pool reprint orders, so sometimes the wait for prints could be 2-3 weeks.

Press Products

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 ½” x 6 ½” 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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