

# Northwest Exposures Photography & Imaging

## Custom Print, Matting, and Framing Order Form

### How to order

1. Select the prints, frames, or other items you wish to order.
2. Fill in the item quantity and price, noting our volume discounts.
3. When completed, email or fax the order for to us. **We will review your order, add the shipping charges, and send you a confirmation and total.** Note that minimum shipping charge is \$5.95 (within US lower 48).
4. When you receive the confirmed order from us, please arrange payment.

The order confirmation process helps us minimize errors and ensures that you will receive exactly what you have ordered.

Please submit your order to [info@northwestexposures.com](mailto:info@northwestexposures.com). If you prefer, you may send it by regular mail to 2508 Park Forest Dr., Eugene, OR 97405, or by fax to 971-222-3765. Orders may also be placed by phone (541-687-5969 / 971-222-3513).

### Custom “Hand Crafted” Prints—Explained

**What goes into making a custom print?** Today, all of our printing is done digitally—whether from a film scan or digital image file. Our Custom Prints are created by the photographer on a state-of-the-art professional inkjet photo printer using archival quality inks.

**How is a Custom Print different from what I usually get from my photo lab?** Our custom prints are truly ‘hand-crafted’ by the photographer. This means the image file from the camera has undergone numerous adjustments from what you might see on the camera screen to what finally appears in print. We employ traditional photographic techniques, an experienced eye, and Adobe Photoshop to bring you a print that combines the advances of digital photography with the look and feel of a traditional photograph. We seek perfection in how we retouch, adjust color, tone, and contrast, to express the fullest potential of an image. Custom prints involve considerably more time (and at times some trial and error) to produce an exhibition-worthy photograph. These differences account for the premium pricing over our Standard Lab Prints.



**What comes out of the camera (left)?**

**What goes into making a Custom Printing (right)?**

Photography has always been about interpreting the subject and the lighting for best effect.

What comes out of the camera (an image file) is just the starting point for interpreting the photographer’s creative vision.

Custom Print files are carefully adjusted to express this vision and to achieve the highest technical quality.

Adjustments to the image file may include selective lightening or darkening of specific areas of the image (traditionally known as “burning” and “dodging”) and other techniques of the photographer’s craft.



**Highest quality using archival inks** We want our clients to appreciate their photographs over many decades, and to enjoy the beautiful quality and subtle tones of a high quality print—whether in color or black and white.

To this end, for our Custom Prints we use archival printing methods and materials with an archival rating from an industry-recognized organization—Wilhelm Research ([www.wilhelm-research.com](http://www.wilhelm-research.com)). Our prints have an archival life rating of at least 75-200 years (longer for black and white). This virtually guarantees that your photographs will maintain their clarity and color over generations. If any of our custom prints should ever exhibit fading or color shift, *we will reprint them for you at no charge.*

**Traditional black and white prints** Our black and white Custom Prints have the rich and glorious tonal range of traditionally produced silver gelatin prints. Our default tone is tone, though we do offer toning options from subtly warm, to slightly cool, as well as sepia and duotone. See “special instructions,” below, for indicating your toning preferences.

**Why is the first print more costly than additional prints?** Most of the time involved in making a high quality print goes into preparation. We evaluate and assess the image file from the camera, and then determine what techniques to employ to bring out the full potential of that image. It is not unusual for us to spend 20 minutes or more adjusting a single file for printing. With our Custom Print service, we even make test prints to ensure that the final result is optimal. However, once the adjustments are made to the image file, it is easy to make multiple copies. The only differences in cost are the printing process. For best quality, choose our Custom Printing service. But for larger volume and economy, choose our Standard Lab service.

**Can I just get the image file and make prints on my own?** Yes you can. We make our files available to our clients for purchase. When you purchase a file we will spend the same time preparing it for printing as we do when you order prints. You may use this file to make as many prints as you like.

**A word about print dimensions** We crop our prints according to what best compliments the composition and content of the photograph, not to fit a standard paper size. As a result, our print sizes are given for one dimension only, e.g., 4x, 5x, 6x. This allows us the flexibility to crop the image to an aspect ratio (height x width) that to our eyes best matches the subject of the photograph.

**Special instructions** Our Custom Printing service allows you to have it your way. Please indicate whether you wish to have black and white, color, or a toned black and white print. If you need a specific size to fit an existing frame or match existing photographs, please let us know under “special instructions” (below). With orders for multiple photographs, be sure to include indentifying details, such as frame number.

**Special orders, packages, and print sizes** Need a size not listed here? We offer a variety of different and custom sizes (custom pricing, on request). We can make virtually any size you may need, including wall sized murals. We can also create picture packages or framed displays tailored to your specifications, or to fit an existing frame or match framed photographs you may already have. For questions or a quotation, please contact us by email or phone: [info@northwestexposures.com](mailto:info@northwestexposures.com) or 541-654-1921 / 541-687-5969.

**Need to order a lot of copies of a single image?** We can provide larger quantities of images for mailings, holiday cards, and other needs. Ask us about our Standard Lab Prints for larger quantity print orders.

### Custom Print Pricing

**Print Size: 4x (includes 4x6, 4x5, 4x4)**

Quantity / Price each: First Print—\$7.50 / Additional prints from same image—\$3.50

For Panorama formats add per print: 4x8—\$1.95 / 4x12—4.95 / quantity discount on request

Price Each	Photo Number	Quantity	Total
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
<b>Subtotal—4x:</b>			<b>\$ _____</b>

**Print Size: 5x (includes 5x7, 5.5x7, 5x5)**

Quantity / Price each: First Print—\$10.50 / Additional prints from same image—\$5.50

For Panorama formats add per print: 5x10—\$6.95 / 5x15—8.95 / quantity discount on request

Price Each	Photo Number	Quantity	Total
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
<b>Subtotal—5x:</b>			<b>\$ _____</b>

**Print Size: 6x (includes 6x9, 6x6)**

Quantity / Price each: First Print—\$13.50 / Additional prints from same image—\$6.50

For Panorama formats add per print: 6x12—\$8.50 / 6x18—\$13.50 / quantity discount on request

Price Each	Photo Number	Quantity	Total
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
<b>Subtotal—6x:</b>			<b>\$ _____</b>



### Commemorative Books

We work with a printing partner—Blurb.com ([www.blurb.com](http://www.blurb.com)) to offer high quality soft and hard cover photo books in a variety of sizes and styles. All printing and shipping pricing may be found at [www.blurb.com](http://www.blurb.com). There is no markup for these books.

We charge only for image preparation, layout, and proofing. Our service includes working collaboratively with you to determine size, style, layout, captions / text, and other features. All prices are for our services *only* (printing and shipping costs are additional and available on the Blurb website).

Up to 40 double-sided pages—\$175.00

Additional double-sided page, per 40—\$125.00

### Photo Images in Electronic Format

If you wish to do your own printing of photographs we have taken, we can make the individual files available to you. We pride ourselves on the quality of our photographs, and in order to achieve our quality standards we spend significant time on file preparation. Electronic images for purchase are adjusted to the same level of quality as our Custom Prints (see above). We can also do custom editing and retouching (pricing for these services is based on an hourly rate). Image files are provided to you in high resolution format on CD or DVD, and are capable of yielding very high quality prints. Unlimited reproduction rights included with purchase.

**Pricing** (per image) - \$28.00 (Volume discounts available)

### Custom Framing and Matting

We have elegant, simply styled, high quality frames available at reasonable prices in black and silver finish. When ordered at the same time as a Custom Print, we will provide the print to you matted, framed, and *ready to hang*. Frames come with a beveled, acid-free mat and glass to fit the print size you order. Other sizes available on special order basis.

Frame Size	Price Each	Photo Number	Quantity	Total Price
7x9 (mat size: 4x5 / 4x6 print)	16.50	_____	_____	_____
8x10 (mat size: 5x7 print)	21.50	_____	_____	_____
9.5x9.5 (mat size 6x6)	21.50	_____	_____	_____
9x12 (mat size: 6x9 print)	24.50	_____	_____	_____
11x11 (mat size 8x8)	27.50	_____	_____	_____
11x14 (mat size: 8x10 print)	36.50	_____	_____	_____
12x18 (mat size: 8x12 print)	44.50	_____	_____	_____

Panorama and custom size matting and framing prices on request.

**Subtotal for frames:** \$ \_\_\_\_\_

**Multiple Frame Discount** For 4 or more frames, deduct 10% from the frame total.

**Frame Total:** \$ \_\_\_\_\_

Order Summary

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Totals for Prints: \$ \_\_\_\_\_  
Totals for Frames: \$ \_\_\_\_\_  
Shipping: \$ \_\_\_\_\_  
Grand Total: \$ \_\_\_\_\_

Customer Contact Information

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Home phone \_\_\_\_\_ Cell \_\_\_\_\_  
What is the best time to reach you by phone? \_\_\_\_\_  
Email \_\_\_\_\_

Payment Information

**Payment** We accept all forms of payment, including major credit cards. Large orders may require a 50% deposit. Please make checks payable to Northwest Exposures.

**Credit Card info** Northwest Exposures accepts all major credit cards. Please provide complete information. Our system will not keep any of your credit information once the transaction is complete.

**Card type**    VISA                    MasterCard                    Discover                    American Express

Card Number \_\_\_\_\_ Expiration \_\_\_\_\_ CV Code \_\_\_\_\_  
Name on card \_\_\_\_\_  
Billing Address \_\_\_\_\_  
\_\_\_\_\_

**Lead times** Please let us know if you need your order produced quickly. We will make every effort to deliver it within your requested time frame. Otherwise, orders may take 1-4 weeks, depending on time of year.

**About us** Northwest Exposures specializes in photographing people and events. We specialize in wedding, portraiture, graduation / coming of age, maternity, and photography for schools and nonprofit organizations.

Our mission is to provide a high quality client experience from shoot to final print at prices affordable to marrying couples, families, local businesses, non-profits, and schools. We donate a portion of our net proceeds to arts and other organizations.

We also offer individual coaching and classes in photography for amateur to would-be pros and those interested in developing creatively and enhancing their technical understanding of the craft.