

Northwest Exposures Photography

Custom Print, Matting, and Framing Order Form

How to order

1. **Review** photos in your on-line proof gallery (contact us if you have not yet received an event URL).
2. **Select** the frame number(s) you wish to order, and then enter these along with quantity and other info in the [Ordering Sheet](#) provided below.
3. You may add [options](#) to your order, such as matting and framing (prints come ready-to-display) or commemorative books.
4. **Add up** totals for each size.
5. **Fill out** the contact information and payment sections on the [Order Summary](#) page, below. Be sure to check that all info is correct. *Please be sure to include a valid email address and phone number so we may contact you to confirm your order and payment.*
6. **Send** us your order form by
 - a. Email. You can "click" the mail icon in Adobe Acrobat reader. Or, you can save your order information and then send us the order form as an email attachment.
 - b. **OR** Fax your order form to us at 971-222-3765.
 - c. **OR** Mail your order form to

Northwest Exposures
2508 Park Forest Dr.
Eugene, OR 97403

7. Once we receive your order, we will email an *order confirmation* to you for the amount charged to your card or due in payment, including shipping charges (min. is \$4.95, including a Print-Safe mailer).
8. If you have any trouble using our order form, or wish to order more photos than there are lines on the order form, you can just email us your order information directly: sales@northwestexposures.com or call us, 541-654-1921

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.



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. Retouching is also included.



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 Print service we use archival printing methods and materials with an archival rating from an industry-recognized organization—Wilhelm Research (www.wilhelm-research.com – click on Epson). Our prints have an archival life rating of at least 50–200 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 is a neutral 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 the image file 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.

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 identifying 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 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.

Options

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. Custom sizes, including panorama, available on special order basis. Contact us for a quote.

Frame Size / Mat opening	Price Each	Photo Number	Quantity	Total Price
7x9 / 4x5 or 4x6	16.50	_____	_____	_____
8x10 / 5x7 or 5.6x7	21.50	_____	_____	_____
9.5x9.5 / 6x6	21.50	_____	_____	_____
9x12 / 6x9	24.50	_____	_____	_____
11x11 / 8x8	27.50	_____	_____	_____
11x14 / 8x10	36.50	_____	_____	_____
12x18 / 8x12	44.50	_____	_____	_____

Subtotal for frames: \$ _____

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

Frame Total: \$ _____

Commemorative Books

We work with printing partners—Adorama (www.adorama.com) and Blurb (www.blurb.com) to offer soft and hard cover photo books in a variety of sizes and styles to meet different budgets. Adorama books are printed on genuine photographic paper and offer true, photographic print quality, with limited sizes and styles; Blurb books are printed on a digital press and offer good quality with a variety of sizes and styles. All printing and shipping pricing may be found at the websites for these vendors. We charge no markup for the printing of books.

Our charges are *only* for image preparation, book layout, and proofing / revision time with our customers. 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: \$175-275 (depending on layout, design, and number of photos / page)

Additional double-sided page, per 40: \$125-\$225

Additional preparation services are billed at \$55.00 / hr.

Contact us for further details and quote.

Complete Proof Set on DVD

Includes all images from image gallery in format suitable for viewing on computer, sharing by email, or posting on photo sharing websites.

DVD: \$25.00

Quantity	Total Price

_____	_____
Subtotal—DVDs	
\$ _____	

High Resolution 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 (single image) - \$20.00 (Volume discounts available)

Additional preparation services are billed at \$55.00 / hr.

Order Summary

Totals for Prints: \$ _____
 Totals for Frames: \$ _____
 Shipping: \$ _____
 Order 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 1-3 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.