

Northwest Exposures Photography & Imaging

Standard Lab Prints, 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. 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).

Standard "Lab" Prints—Explained

How good is 'Standard' quality print? Our Standard Lab prints are an economical way to get a larger quantity of print from the photographs we have taken for you. Standard Lab prints differ from our Custom Prints in only in the printing techniques employed. All of the file preparation is identical to what we use with our Custom Prints. You will be very pleased with the print quality, because we work with some of the finest labs in the US and retain full control over the file preparation process—which is the key to high quality.

How are your different from what I usually get from my photo lab? Whether you order a Custom or Standard Lab print from us, we prepare the image file to our high standards. Each image is truly 'hand-crafted' by the photographer. This means the image file from the camera has undergone significant change over 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.



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. However, once the adjustments are made it is simple to make multiple copies. The only difference is in the printing process. For best quality, choose our Custom Printing service. But for larger volume and economy, choose a Standard Lab print.

Are Standard Prints also archival? Standard prints are long-lasting. The life of any print (defined as the number of years before discernible fading occurs) depends both on the printing process and care of the print. Standard Prints are made on photographic paper using a chemical process. These prints should last at least a decade or longer without fading. More information on the archival properties of both chemical and inkjet prints may be found at Wilhelm Research (www.wilhelm-research.com). We do not guarantee the life of Standard Prints. Only our Custom Prints carry a life-time replacement warranty.

Are Standard Lab Prints available in black and white prints? Yes, but we recommend our Custom Prints for the best black and white print quality. Standard Prints in black and white are satisfactory but lack the beauty and tonal depth of a Custom Print, which are made on archival inkjet paper.

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 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.

Standard Print Pricing

All prices based on prints from the same image file.

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

Quantity / Price each: First Print—\$7.50 / Additional prints from same image—\$0.95 / 10 or more —\$0.65

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

Price Each	Photo Number	Quantity	Total
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
Subtotal—4x:			\$ _____

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

Quantity / Price each: First Print—\$7.50 / Additional prints from same image—\$2.50 / 10 or more —\$1.75

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

Price Each	Photo Number	Quantity	Total
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
Subtotal—5x:			\$ _____

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

Quantity / Price each: First Print—\$7.50 / Additional prints from same image—\$3.75 / 10 or more —\$2.25

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

Price Each	Photo Number	Quantity	Total
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
Subtotal—6x:			\$ _____

Commemorative Books

We work with a printing partner—Blurb.com (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. 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).

Pricing

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 print, we will provide the print to you matted, framed, and *ready to hang* (**applies ONLY with Custom Print order**). 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

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