

# photography impressions ...by richard ashford

## PRODUCTS & COLLECTIONS

### PRINTS (not from Landscape Galleries)

Wallets (4)	10
3½x5	5
5x7	20
8x10	40
11x14	60
12x18	90
16x20	135

### FRAMED PRINTS (not from Landscape Gal.)

8x10	50
11x14	80
16x20	120
18x25	190
24x30	280

(sizes are FRAME dimensions)

### FLOATING MOUNT / STANDOUT

12x16	130	12x18	130
16x24	180	16x20	180
20x30	260	20x24	260
24x36	340	24x30	340
30x40	430		

### CANVAS GALLERY WRAP

12x16	175	12x18	175
16x24	240	16x20	240
20x30	350	20x24	350
24x36	475	24x30	475
30x40	625		

### FLOATING MOUNT w/WOOD FRAME

12x16	275	12x18	275
16x24	350	16x20	350
20x30	430	20x24	430
24x36	520	24x30	520
30x40	625		

### FLOATING MOUNT w/METAL FRAME

12x16	200	12x18	200
16x24	270	16x20	270
20x30	340	20x24	340
24x36	430	24x30	430
30x40	540		

### DIGITAL

cd of digital images	200
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FOR WEB USE ONLY

deluxe dvd of digital images	800
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HIGH RESOLUTION IMAGES, PRINT READY

### PRINTS FROM LANDSCAPE GALLERIES

5x7	10
8x10	20
11x14	35
12x18	50
17x22	80

### PANORAMIC PRINTS (See notes below)

5x15	20
8x24	40
11x22	55
11x30	80

### MATTED / FRAMED LANDSCAPE PRINTS

	MATTED	FRAMED
8x10	20	35
11x14	35	60
16x20	55	85
19x25	85	175
24x30	125	225

### MATTED / FRAMED PANORAMIC PRINTS

	MATTED	FRAMED
8x18	35	60
11x28	70	135
16x28	85	175
16x36	125	225

(sizes are FRAME dimensions)

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### STARTER COLLECTION 240

- (1) 8x10 cd of digital images
- (2) 5x7 (8) wallets (2 sets)
- (8) 3½x5

### JUNIOR COLLECTION 340

- (1) 11x14 cd of digital images
- (2) 8x10 (8) wallets (2 sets)
- (4) 5x7 plus 5% off à la carte
- (8) 3½x5

### PREMIER COLLECTION 480

- (1) 16x20 cd of digital images
- (1) 11x14 (8) wallets (2 sets)
- (2) 8x10 \$50 credit- next session
- (6) 5x7 plus 10% off à la carte
- (8) 3½x5

Substitutions possible in ALL collections:

- (1) 8x10 = (2) 5x7 = (4) 3½x5

**PRODUCTS & COLLECTIONS (Cont.'d)**

**PHOTO BOOKS / COFFEE TABLE BOOKS**

Cover Material & Dimensions ↓	Number of Pages						
	20	30	40	50	60	80	100
<b>GENUINE LEATHER</b>							
12x12	510	590	670	750	825	975	1,125
10x10	495	570	650	730	810	960	1,110
8x8	490	560	640	710	790	940	1,090
<b>ANIMAL FRIENDLY LEATHER &amp; OTHER DESIGNER MATERIALS</b>							
15x10	370	440	520	610	685	850	1,025
12x12	370	440	520	610	685	850	1,025
10x10	350	420	500	570	650	800	960
8x8	330	400	475	540	620	760	910
<b>EX</b>							
15x10	340	400	480	550	625	770	910
12x12	340	400	480	550	625	770	910
10x10	310	370	440	510	580	710	860
8x8	295	350	420	485	550	680	810
<b>HARDCOVER</b>							
15x10	270	350	440	520	585	725	875
12x12	270	350	440	520	585	725	875
10x10	240	310	400	470	550	681	822
8x8	220	290	375	440	510	650	790

**ORDERING**

You can place an à la carte order from my menu of products, or you can purchase one of my specially priced collections. There are some substantial savings if you buy a collection. At this time, the only minimum à la carte order amount is \$100, and it applies only to the Mini Photo Session.

## **PRODUCTS & COLLECTIONS (Cont.'d)**

### **PRINTS**

Most images are printed on Professional High-Gloss Metallic paper, featuring a pearlescent surface with a unique fine art look. This durable paper results in striking, richly saturated images on an ultra-bright surface. Landscape panoramas are printed on Museo Pan Pro matte fine art paper, a media specially designed for this purpose. Colors laid down on this paper are bold and beautifully saturated. Both of these print media have an archival value of 100 years or more when properly displayed.

Wallet prints are 2.5"x3.5" and come as a set of 4. They are printed on high-gloss professional photo paper and are delivered to you already cut to size.

### **FRAMED PRINTS**

Prints are double-matted using a white outer matte with a black inner liner, and framed behind UV resistant glass for protection. High-quality Nielsen brushed aluminum black frames lend straight lines, and a clean, contemporary look that does not detract from the beauty of the photo.

### **PHOTO BOOKS & COFFEE TABLE BOOKS**

Photo books or coffee table books are the hottest new product for photography. For weddings, they have even become more popular than the traditional bound photo album. A photo book also makes a great keepsake for documenting special events, family vacations, birthdays, and more. I offer the Zen line of Layflat books by Asukabook USA®, which is a beautiful assortment of photo books that are durable, look great, and actually do lay flat. The pages are available in either laminate matte or glossy finish, and the patent-pending binding allows the display of images across a two-page spread with no gutter loss.

A variety of different cover materials are available, including genuine leather, animal friendly leather, other designer materials, and fully designable hardcover materials.

### **FLOATING MOUNTS & STANDOUTS**

Positioned between regular Framed Prints and Gallery Wraps, Floating Mounts and Standouts offer a sleek, contemporary way to present your images at a more affordable price. For a Floating Mount, your image is printed on canvas and dry-mounted on acid-free foam core board. A UV and water-resistant coating is applied to the surface to provide protection. Then the picture is suspended away from the wall by a black box that is hidden behind the mounted image. The picture seems to "float" on its own, two inches or so away from the wall. It is a unique and popular look.

A Standout is similar, but the black box, instead of being hidden, is larger and makes a prominent and visible border around the edges of the mounted image. Both of these wall-mounts are handsome, light-weight, and ready to hang as soon as they arrive.

### **CANVAS GALLERY WRAP**

A canvas gallery wrap makes a beautiful and durable wall-mount that is light-weight, requires no framing, and is ready to hang on your wall as soon as it arrives. Your photograph is printed on canvas cloth, which is stretched and wrapped around the sides of a sturdy frame of composite material. A UV and water resistant coating is applied to the front and sides of the canvas to provide a lifetime of protection.

**PRODUCTS & COLLECTIONS (Cont.'d)**

**FLOATING MOUNT WITH FRAME**

This is very similar to the floating mount, but with a frame. The mounted print is suspended in the opening of a high-quality hand-made solid hardwood frame. Wood frames are available in walnut, cherry, or oak. Nielsen metal frames are also a beautiful option, and they offer a somewhat more contemporary look at less price. None of these floating framed prints is mounted behind glass. Instead, a UV and water-resistant coating is applied to the surface of the print to provide a lifetime of protection and durability. This beautiful wall-mount is ready to hang as soon as it arrives.

**CD-ROM DIGITAL PACKAGE**

A CD with all of your images is included with all three collections, and it is also FREE with any à la carte purchase of \$350 or more. The image files on the disc have been optimized for viewing on the web, sharing via email, or printing as snapshots (no larger than 4x6). These images are intended for personal use only, and they may NOT be used for any commercial purpose.

**DELUXE DVD DIGITAL PACKAGE**

A DVD with all of your images is available if you would like to have high-resolution, high-quality image files that you can print with great results. The DVD comes with a signed print release, and there are no restrictions on your personal use of the files on the disc. However, the files may NOT be used for any commercial purpose. I guarantee my own printing results, but if you choose to print the images yourself, I cannot guarantee the results you will achieve.

**LANDSCAPE PRINTS / PANORAMIC PRINTS**

These two categories of prints refer to images that appear in the "Landscape Galleries" on Rick's website. These include pictures of the Southern Appalachian Highlands, Yosemite National Park, the Georgia Low Country, the Grand Canyon, Big Sur, San Francisco, and other amazing and beautiful places around the country. The word "Landscape" refers to the genre and subject matter of the photograph, not to the orientation of the printed picture (i.e. landscape orientation vs. portrait orientation). Rick's landscape and panoramic images are priced differently than pictures from a personal photo session.