



**OUR SIMPLE  
PRICING GUIDE**

# CREATIVE FEE

## 3 OPTIONS

### IN-STUDIO

**\$130**

- In-Studio Photoshoot with basically no limit on poses.
- As much time as we need to get you the perfect portraits (generally 1-2 hours).

### ON-LOCATION (+IN-STUDIO)

**\$230**

- On-Location Photoshoot with basically no limit on poses.
- Can include some In-Studio time if desired

\*Location shoots usually feature one or more venues, depending on their proximity to our studio.

### SATURDAY or SUNDAY

**add \$100 to either shoot above**

- Subject to availability since we're often traveling or shooting a wedding



## WHAT YOUR CREATIVE FEE COVERS

- Photoshoot with Mark and all time & talent
- 20-25 images fully edited images
- 1 Free 8x10 Fine Art Print mounted on Matboard

## WHAT YOUR CREATIVE FEE DOESN'T COVER

- Creative fees do not include any images, on CD or otherwise (except for 1 - 8x10)
- We've gotta put up with tax. So, please add 8.25% Texas State Sales Tax.

# BOOKING & PROCESS

## WHEN TO SET IT UP

Photoshoots are typically booked 1-2 months in advance, so call early to ensure scheduling the most-requested dates. If you must cancel your photoshoot, please contact us at least 24 hours in advance, and we'll be glad to reschedule it.

## THE PROCESS

1

Book your photoshoot.

2

Show up to your shoot and we'll guide you from there.

3

Out of the hundred or more (more than likely more) images shot, we will choose usually around 20-25 beautiful images from each session for proofing. We work hard and proudly stand by our philosophy to give you only the very best in portraiture. A very important part of the overall service we offer is professional retouching, custom cropping, and computer enhancement — offered FREE with all prints ordered. You won't find this type of service anywhere else! So, in other words, we'll take your best images and make them even better.

4

We'll have you come in for your Preview Session. Bring all the important decision-makers (or at least have them on speed dial). You get to see all the final images in color, b&w, and sepia on our large screen viewing system. This is when you'll decide what you want.

5

After placing your order, we'll get things prepared and off to our lab. They'll double check it all and create your images.

6

Your order arrives back at our studio and we'll give you a shout to come get 'em. Be sure to smile a lot 'cause we'll be smiling as we watch the look in your eyes as you unwrap your order.

7

Happy, happy day! Now go show off your new portraits!

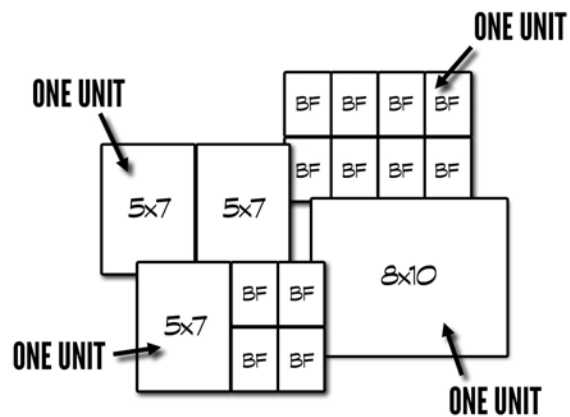
# CUSTOM PACKAGES

## HOW TO ORDER YOUR CUSTOM PACKAGE

Create your own custom portrait packages by ordering combinations of units.

Any of these combinations with a single pose is equal to 1 UNIT:

- 1- 8x10 or
- 2- 5x7 or
- 1- 5x7 & 4 wallets
- 8 wallets



### Two Important Details (PLEASE READ!):

- 1) You may create your package using several units, but **each unit represents only one pose.**
- 2) Since we've already performed extensive retouching on all prints, a \$75 per pose fee will be charged for all additional retouching requested (such as clothes corrections, facial changes, etc.).

	<b>THE 6</b> (SELECT ANY 6 UNITS)	<b>THE 8</b> (SELECT ANY 8 UNITS)	<b>THE 10</b> (SELECT ANY 10 UNITS)	<b>THE 12</b> (SELECT ANY 12 UNITS)	<b>THE 14</b> (SELECT ANY 14 UNITS)
<b>WHEN PURCHASED WITH A WALL PORTRAIT (SEE NEXT PAGE)</b>	<b>\$150</b> (a savings of \$90)	<b>\$200</b> (a savings of \$120)	<b>\$240</b> (a savings of \$160)	<b>\$300</b> (a savings of \$180)	<b>\$360</b> (a savings of \$200)
<b>WHEN PURCHASED WITHOUT A WALL PORTRAIT</b>	<b>\$170</b> (a savings of \$70)	<b>\$230</b> (a savings of \$90)	<b>\$285</b> (a savings of \$115)	<b>\$345</b> (a savings of \$135)	<b>\$420</b> (a savings of \$140)

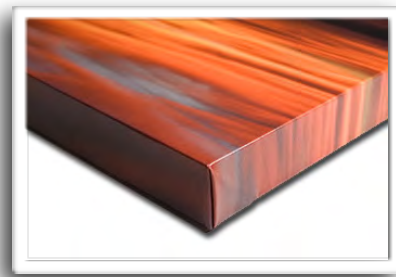
# PORTRAITS À LA CARTE

These are all individual prints, any pose

## WALL PORTRAITS

**GALLERY WRAP** Nothing shows off your artistic side quite like a Gallery Wrap. Printed on premium canvas and wrapped around a stretcher bar. They arrive complete & ready to hang.

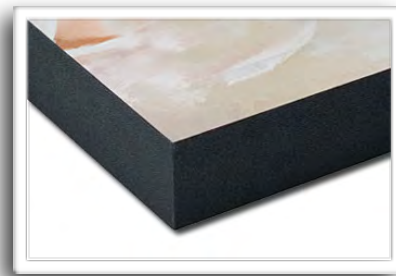
<b>16x16</b>	<b>\$425</b>
<b>16x20</b>	<b>\$425</b>
<b>20x20</b>	<b>\$525</b>
<b>20x24</b>	<b>\$625</b>
<b>24x24</b>	<b>\$625</b>
<b>30x30</b>	<b>\$775</b>



**FINE ART CANVAS ON MASONITE** Your image is printed directly on richly-textured matte canvas and mounted on masonite. Framing is necessary.

**STANDOUT PORTRAIT** A thick lightweight board finished with a black plastic edge and comes ready to display with hanging holes on the backside.

<b>16x20</b>	<b>\$240</b>
<b>20x20</b>	<b>\$320</b>
<b>20x24</b>	<b>\$320</b>
<b>20x30</b>	<b>\$380</b>
<b>24x30</b>	<b>\$450</b>
<b>30x30</b>	<b>\$450</b>
<b>30x40</b>	<b>\$590</b>



# MORE PORTRAITS

These are all individual prints, any pose

## GIFT PORTRAITS

(8x10 & above on Matboard)

4x5	\$20
4x6	\$20
5x5	\$20
5x7	\$20
8x10	\$40
10x10	\$40
11x14	\$75



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## WALLET SPECIAL

(Each wallet special package must be one pose only)

8	\$24
16	\$32
24	\$40
48	\$55



# DIGITAL DETAILS

## CD/DVD OF ALL IMAGES PURCHASED IN PRINT FORM



<b>\$150</b>	Regular Price
<b>\$100</b>	When purchased with an order totaling over \$500 (before sales tax)

Read carefully 'cause we're gonna explain how this works. We don't release digital proofs that have not been purchased as a print because we're particular about how the rest of the world sees our work. We consider everything that leaves our studio a work of art. A painter wouldn't sell an unfinished painting.

So, if you purchase this option, you receive digital images of everything you've purchased in some print form (that means if you bought it as an 30x40 or a set of wallets, that image would be on the CD) in High & Low Resolution files. And the most important thing, you receive a COPYRIGHT RELEASE FOR THOSE IMAGES!

Want to live with your conscience, this is the route to go. Besides, scanning your images would just produce something inferior.

The High Resolution images you receive are the identical ones we use for our lab. The Low Resolution are for FaceBook, emailing to friends, making screensavers, etc.

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## 14 DAY ONLINE REVIEW PERIOD

## \$30

If you have the opportunity to view and order at the studio, it's truly a better experience. The resolution is higher, screen is bigger, and we keep our projection system color accurate. It's also easier to compare images. The charge is required for the bandwidth. We realize some of our clients are out of town and we provide this service as a convenience, so no-charge for you.

# ANNOUNCEMENTS

## THE LITTLE DETAILS

We can create almost anything your imagination desires. So come with your ideas and we'll expand them into reality.

- Envelopes are included in the price of your cards and come in white or parchment.
- Cards are 25 to a package.
- There is an additional 50.00 design fee required on more complex designs.
- Paper types are: GLOSSY, LINEN, & WATERCOLOR. Ask to see some samples.

## 5x7 POSTCARDS

25 Cards	50 Cards	75 Cards	100 Cards	125 Cards	150 Cards
\$43.00	\$86.00	\$124.80	\$166.40	\$208.00	\$224.40
175 Cards	200 Cards	225 Cards	250 Cards	275 Cards	300 Cards
\$261.80	\$299.20	\$336.60	\$358.00	\$393.80	\$429.60

## 5x7 FOLDED CARDS

25 Cards	50 Cards	75 Cards	100 Cards	125 Cards	150 Cards
\$75.40	\$150.80	\$218.70	\$291.60	\$364.50	\$394.20
175 Cards	200 Cards	225 Cards	250 Cards	275 Cards	300 Cards
\$459.90	\$525.60	\$591.30	\$629.00	\$691.90	\$754.80

## 4x5.5 THANK YOU FOLDED CARDS

25 Cards	50 Cards	75 Cards	100 Cards	125 Cards	EACH 25
\$55.00	\$110.00	\$159.75	\$213.00	\$266.24	\$25.00

# FINE PRINT

## JUST SOME IMPORTANT DETAILS

Prices may change without notice and do not include Texas State Sales Tax of 8.25%.

Orders must be paid in advance when you place your order.

We accept cash, checks, MasterCard, Visa, American Express, Discover, Diner's Club (whew!). But hey, we like checks much better than plastic — those credit card guys get too much money anyway.

All images are copyrighted by Mark Umstot Photography. Please respect this. If you want to post your images online, please purchase our CD option with a Copyright Release.

Thank you for your patronage! Remember to tell a friend and make sure to have them say you sent them. Really, we do reward for it!

Mark Umstot Photography produces creations that require skill, and sensitivity, and you get what you pay for. We do excellent work and charge appropriately — all backed up with a 100% love it or your money back guarantee.