

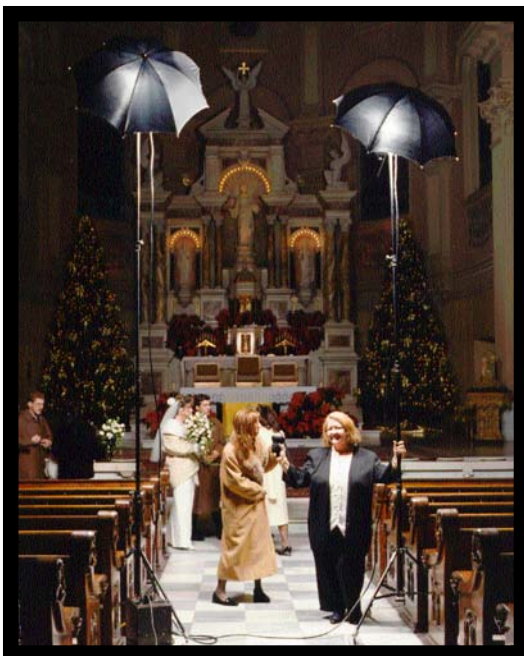
# *ashley photography*

Cell (330) 697-1748 ~ P.O. Box 903, Akron OH 44309



Your partners in creating memorable images of your wedding day

From pre-wedding planning to the excitement of that special day, we bring our years of experience and professionalism to assure you of the best memories photos can provide.



We use only the finest in photographic materials, Nikon Professional Digital cameras and the best in lighting equipment. Our studio goes on location for you!

*All digital media and prints are handled with care and archived on multiple backup hard drives. All final enlargements are carefully cropped and enhanced one by one through Photoshop and printed on permanent photographic paper.*

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## *Basic Rate Sheet*

Weddings and other special events are priced based on an hourly rate of \$75, minimum of 4 hours, and a “digital processing fee” based on your choice. The next page outlines our basic packages. In all but lowest cost package, proof printing of selected photographs is in 4 X 6 inch size on matte finish paper; proofs are placed in “storybook” order in a proof album (included). The proof prints are numbered on the back to correspond with our negative file. The proof album is yours to keep and need not ever be returned. **NO PROOF ALBUM IS INCLUDED IN THE LOWEST PRICED PACKAGE**

We bring full studio lighting and background equipment on location and use it as needed, at no extra charge. There is also no extra charge for shooting in outdoor locations before or after your ceremony. We work with you in planning enough time for travel and access to any site.

We travel in the Northeast Ohio area at no additional charge.

As an added service to our wedding couples, a black and white photo suitable for a newspaper announcement is included in any wedding, free of charge. Ask for details!

Enlargements are priced separately. A price list is attached.

Enlargement albums, framing, and other post-wedding services are available. Ask us for typical prices.

To reserve your day on our calendar, a \$200 minimum deposit is required. The remainder is due when we finish photographing on the day of your event.

**NEW! Digital Coverage of Weddings**  
**John H. Ashley Photography**  
*Digital Package Pricing*

**Basic “no frills” Wedding package**

6 hours photography with 2 photographers at church and reception  
No additional charge for exterior locations within time frame  
Up to 400 images delivered on CD-ROM – NO PROOF PRINT ALBUM  
CD-ROM is full resolution with copyright release. No “watermarks”

*Price: \$1200*

**Standard Wedding Package**

8 hours photography with 2 photographers, at church, reception, or wherever required (dressing at home, for example.)  
No additional charge for special lighting, background setups, or locations  
Up to 600 images delivered on CD-ROM; proof print album of best 300 images included.  
CD-ROM is full resolution with copyright release. No “watermarks.”

*Price: \$2000*

**High End Wedding Package**

10 hours photography with 2 photographers, at church, reception, or wherever required (dressing at home, for example.)  
No additional charge for special lighting, background setups, or locations  
Up to 800 images delivered on CD-ROM; proof print album (of ALL images shot) included.  
Custom 24 page “digital” print album (design fee included.)  
CD-ROM is full resolution with copyright release. No “watermarks.”

*Price: \$4000*

*A deposit of \$200 reserves your day. Balance due when we finish shooting on the day of your wedding*

We use only the highest quality professional digital cameras (Nikon D2Xs and D200) and location lighting equipment. Because our images are 10-12 megapixel each and recorded at the highest .JPG quality, images may be delivered on DVD-ROM instead of CD-ROM. We will deliver on multiple CD's if your computer system cannot read DVD data discs.

Additional album services are competitively priced and will be quoted on request.

Our individual print enlargement services are at the same price as prints from film; final prints are on permanent photographic paper, just like our prints from film.

# Print Price List

***Color or Black and White custom printing from negatives  
and now from digital media***

*Our prints from negatives or digital media are custom prints: cropped, dodged, and burned to your specifications, and printed on permanent photographic paper, not ink jets. Prints from your own digital media (memory cards, Zip discs and CD-ROM's) are currently available. Prints larger than 8 X 10 inches may require extra service time. Be sure to call for if you have any questions! Be sure to note **Multiple Print Discount** policy below!*

<b><i>Size</i></b>	<b><i>1st print</i></b>	<b><i>Add. 2-5</i></b>	<b><i>Add. 6-10</i></b>	<b><i>Add. 11-25</i></b>
<b>4X5</b>	<b>\$6.00</b>	<b>4.50</b>	<b>3.50</b>	<b>2.50</b>
<b>5X7</b>	<b>\$8.50</b>	<b>6.00</b>	<b>5.00</b>	<b>4.00</b>
<b>8X10</b>	<b>\$15.00</b>	<b>9.50</b>	<b>8.00</b>	<b>6.00</b>
<b>11X14</b>	<b>\$35.00</b>	<b>25.00</b>	<b>20.00</b>	<b>15.00</b>
<b>16X20</b>	<b>\$45.00</b>	<b>35.00</b>	<b>25.00</b>	<b>20.00</b>

***Multiple print prices apply to extra copies of the same negative or digital file in the same size.***

***Larger sizes and quantities by quotation.***

***Black and white prints also done from color or black and white negatives or digital files at the same prices***

***Retouching, mounting, and framing services also available***

LIMITS OF LIABILITY: Film, negatives, digital media, and other materials submitted to our lab will receive careful handling. However, such materials are submitted at the customer's own risk and cannot be warranted against loss or damage. Since all color dyes may change over time, our prints and other products are not guaranteed against changes in color.

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## *Digital Photography*

We have decided to convert our wedding and special events photography to 100% digital. Our commercial work for the University of Akron and Goodyear has been done digitally for over two years; and we now feel that the “state of the art” equipment we have acquired can match the contrast range and tonality of film. We have restructured our pricing to reflect these changes. Our professional approach has not changed!

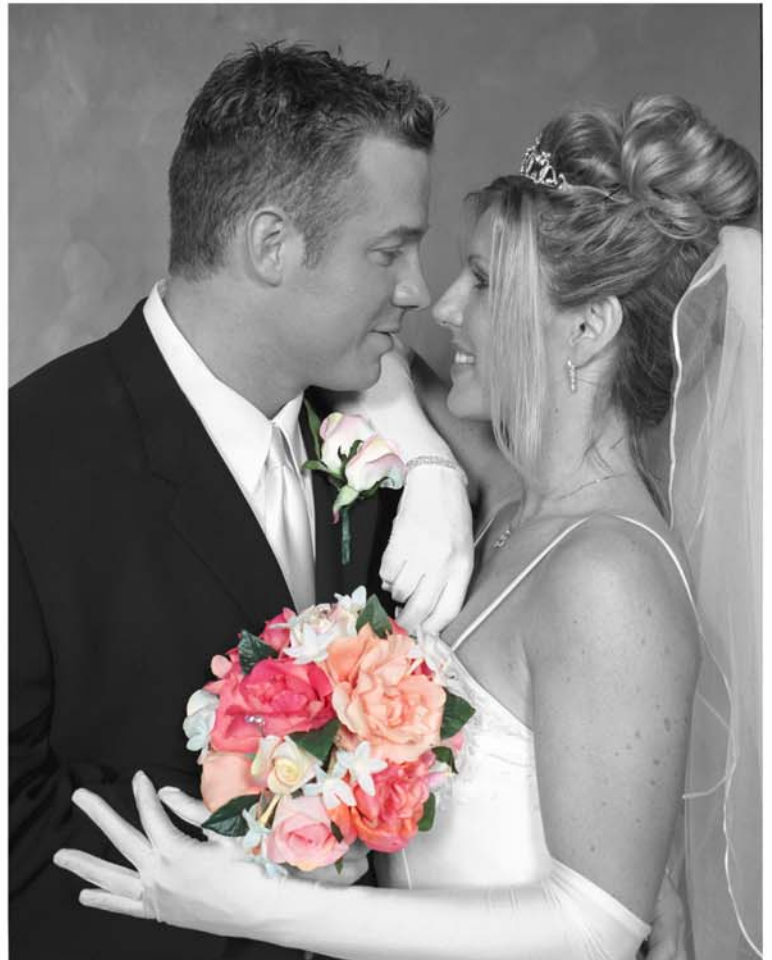
One of the major reasons for switching is the unmatched capabilities of digital retouching. The following pages show some examples that are relatively complex and go beyond blemish retouching.

Pricing of such digital retouching and composites are on a per-project basis, and add expense only to the first copy of each image generated. Once the retouched file is created, additional copies are at standard rates. Examples of additional costs for digital retouching: Open eyes, \$5-\$10. Move heads to change expressions of only one or two people, \$10 per head. Complete recompositing with background replacement can run about \$50. Other effects, like partial B&W/color combinations, are about \$10-\$25.

We are glad to discuss your ideas; let us know what you like!



Digital manipulation of image shot in church with canvas background after ceremony; freckles removed from arm in color version; combined black and white/color image below





Base image 1



Base image 2



Digital composition 1

Digital Compositions  
to add grandparents to  
family group (base  
image 1)



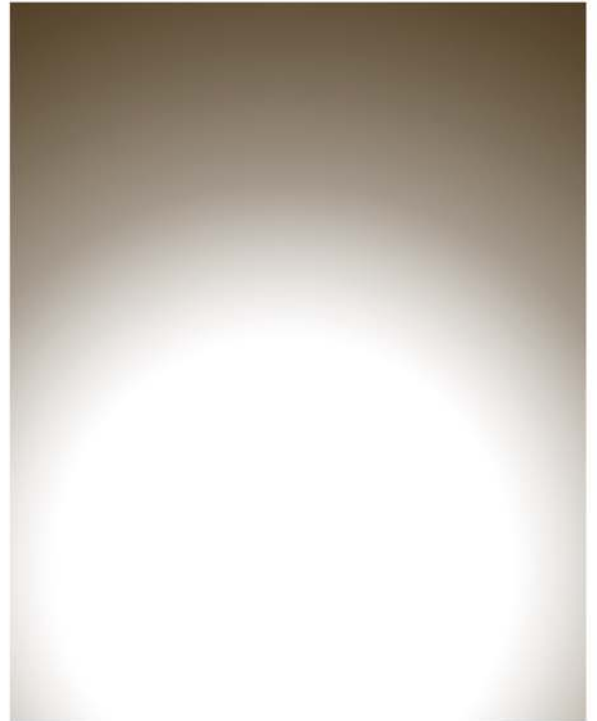
Digital composition 2



Mother and Daughter taken from this frame and background removed



Elbow from bride borrowed from this frame; note it is covered by Dad in first frame



New background generated electronically in Photoshop

