

Alford Photo Industries

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Dear Professional Photographer:

Thank you for your interest in the professional finishing of Alford Photo Industries.

Having been in the photography industry for over 50 years, we have an in depth understanding of the needs of the professional photographer. The officers of the company have experience both from a lab perspective as well as from behind the camera and know how important it is for you to receive your orders printed correctly and on time.

The photographic industry is going through a period of change like it has never seen. We are rapidly changing from using film in a dark room to shooting digital and operating a computer. Our philosophy has been to keep pace with the new technology while continuing to fill the needs of the photographers that stay with film. We are please to offer both digital and traditional optical services. We have kept the prices comparable with each type of service and competitive with the industry. Our lab is equipped with the latest state-of-the-art equipment. But even with this new technology it is still our employees, their attitudes and pride that make the difference.

Any one lab cannot be all things to all people and we do try to solicit the types of work that we can perform to your satisfaction. We do however, have products and services that are not listed in this guide. Every effort has been made to keep the information in this guide clear, concise, complete and current. Technology is constantly driving our industry to new heights. Products, services, and prices, may therefore, change at any time. If you have a special need for a product, service or price that is not listed please let us know.

Our Pricing and Procedures Guide provides you with information about our products and services along with pricing and ordering procedures. Following a statement of our policies and business practices is a section covering our digital imaging products. This applies to direct digital image capture and images that have been digitized from film or flatbed scans. Prints directly from film and other finishing services are in the next section. Many of our products and services are available from both digital and traditional printing methods. If you have a preference, please specify. By using the latest technology, we are able to offer most products at the same price regardless of the type printing method used. As you will notice, some products are only available through our digital department and some only through traditional printing methods.

We realize that there is plenty of competition and we would appreciate the opportunity to earn you business. Please contact us with any questions or concerns you may have.

Thank you

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POLICIES AND BUSINESS PRACTICES

TERMS

C.O.D.

The order is paid for upon completion of delivery and you will be charged carrier's C.O.D. fee.

PREPAY

The customer estimates the approximate cost and submits that amount in advance. One check may be written to cover more than one order but each order envelope must have a total noted in special instructions area. We will issue credit for overpayment.

BANKCARD

You may charge your order using a MasterCard or Visa. Charges are not applied until your order is completed. Alford Photo work order forms and envelopes are printed with space for your bankcard account number and expiration date.

RETURNED CHECKS

You will be charged \$20 per check for any check returned for nonpayment. All returned checks are being handled by an outside collection firm regardless of circumstances.

OPEN ACCOUNTS

To open a monthly account, we ask that you fill out a credit application and allow approximately one month for credit approval. Statements will be mailed during the first five days of every month. Payment in full is due by the 15th of each month. If payment of balance is not received by the 25th, the account is considered delinquent, and all orders processed thereafter will be C.O.D. until the account balance is paid in full. A penalty of 1½% will be added to each statement not paid by the 30th of each month (minimum \$1.00), and 1½% will be added each month until the balance is paid in full.

SHIPPING

We supply prepaid mailing envelopes for your convenience in sending orders to us. Unless otherwise specified all finished work will be returned standard ground transportation. All freight charges will appear on the invoice.

SUPPLIES FOR REORDERING

Supplies for ordering, order preparation and shipping are supplied free of charge in reasonable quantities. Please use our supply order form and include it with any incoming order.

COPYRIGHTED PHOTOGRAPHS

Photographs that are copyrighted or have a studio name imprint will not be copied or printed without the written permission of the copyright holder or maker.

REORDERS

Reorders are treated the same as new orders. Because of the many variables involved in processing, we cannot guarantee the matching of the original prints. If close matching is important, please return the original print for use as a guide.

REMAKES

If a remake is necessary, please return the print to be remade, original order envelope and invoice. Send clear instructions as to what must be corrected. Do not damage in any way, (fold, write on, etc.) print or prints being returned. We cannot accept orders for remakes beyond 30 days of the invoice date. Request for credits or adjustments must be made within 10 days of date of original invoice. In case of a cropping disagreement, we charge for remakes. Please use cropping cards.

ODD-SIZE PRINTS

Odd-size prints will be billed at the next largest standard size. Odd-size package combinations will be billed at the next largest unit or half unit.

SUBJECT MATTER

Certain restrictions on subject matter apply to certain categories (candid, seniors, proms, etc.) We will reclassify any orders, which contain negatives that do not qualify for the service requested.

RUSH CHARGES

We offer rush services subject to our production capacity. Before planning a rush order, please contact our customer service department to check on our scheduling. The charge for this service is as follows:

Orders requested in $\frac{1}{4}$ of our normal delivery time will be billed an additional 200%.

Orders requested in $\frac{1}{2}$ of our normal delivery time will be billed an additional 100%.

Orders requested in $\frac{3}{4}$ of our normal delivery time will be billed an additional 50%

Minimum charge - \$10.00

Be sure to mark your order "Rush Service" and the acceleration schedule you want, or it will proceed on our regular schedule. Changes in priority made after an order has been entered will be charged at $1\frac{1}{2}$ times the normal rush charges. Please be sure we are informed of your needs before we receive your order.

LIABILITY

We pledge to exercise all possible care in handling your film and prints. The shipping or sending of any film or print to us will constitute an agreement by you that if any such film or prints is damaged or lost by us or any subsidiary company, even though by negligence or other fault, it will be replaced with an equivalent amount of unexposed Kodak film and processing, and except for such replacement, the handling of such film or prints by us is without other warranty or liability.

DAMAGED SHIPMENT

If your order arrives "Damaged", we ask that before returning it to us, you notify the carrier (UPS, AIRBORNE, FedEx, etc.). This will facilitate the handling of claims.

SERVICE TIMES

Service times listed in this price book are for working days and do not include weekends or holidays.

Service times are for "normal" orders and only reflect "in lab" time, not pickup or delivery time. The service time may vary greatly for very large orders or orders that require special finishing services. If more than one type service is required on an order, please add service times together to estimate a completion date for the order. When you communicate with the lab concerning an order, please use the order number printed on the order form or envelope stub.

SPECIAL QUOTES

It is virtually impossible to anticipate all processing needs in a price guide. Please call with any request not covered in this user guide.

HOURS OF OPERATION

The lab operates on a 5 day workweek, Mon. – Fri. 8:00 am to 5:00 PM CST. We are closed New Years Day, Memorial Day, July 4th, Labor Day, Thanksgiving, and Christmas.

NOTICE:

Prices are subject to change without notice.

DIGITAL IMAGING PRODUCTS AND SERVICES

DIGITAL IMAGING SPECIFICATIONS

When providing us with digital image files please use the following guidelines:
 Files should be PhotoShop compatible, 8 bit, RGB, TIF or JPG (no compression).
 No camera format files please. Store files in sRGB with no embedded profiles and avoid sharpening Use DOS file names, 8 characters plus 3 for format (ex. photojm1.tif)
 When writing a CD select ISO 9600 format.
 A \$5.00 charge will apply for opening other file formats.
 Prints with an aspect ratio different from 8x10 will be cropped from the center.
 We recommend that you not resize lower resolution scans to achieve optimum file sizes.

Optimum Digital File Size Guide

4 x 5	1000 x 1250	3.5m
5 x 7	1250 x 1750	6.3m
8 x 10	2000 x 2500	14.3m
11 x 14	2750 x 3500	27.5m
16 x 20	4000 x 5000	57.2m
20 x 24	5000 x 6000	85.8m
20 x 30	5000 x 7500	107.5m

DIGITAL RETOUCHING

Basic retouching includes softening facial lines and removing blemishes. Moles are removed only upon request. Prices are for one person; add \$3.50 for each additional person in the image.

From negative or transparency	\$10.00
From print 8 x 10 or smaller	\$10.00
From print larger than 8 x 10	\$25.00

Additional retouching services: These prices are in addition to the basic retouch charge.

	1st person	Add'l		
Glass glare*	\$10.00	\$5.00	Add a person (light direction	\$60.00
Open eyes*	\$10.00	\$5.00	and exposure must be similar)	
Red eye	\$10.00	\$5.00	Remove a person	\$75.00
Stray hair	\$10.00	\$5.00	Remove one person &	
Remove tan lines	\$12.00	\$7.00	reposition another	\$90.00
Braces	\$15.00	\$10.00	Head or eye switch	
Whiten teeth	\$10.00	\$5.00	(must be from same sitting)	\$50.00
Small objects	\$10.00	\$5.00	Restoration – by estimate only	\$90.00 hr
Change background	\$90.00	\$75.00	15 minutes (\$22.50) minimum	

This applies when less than 50% of the eye is covered.
 If more than 50% is covered submit order for a quote

DIGITAL OUTPUT

SCAN AND OUTPUT TO CD

Individual image scans and output to CD - \$10.00 for 1st image, \$5.00 for each additional image.

YEARBOOK AND SCHOOL ADMINISTRATIVE CD's

This service creates a CD formatted to meet the specifications of the school administration and their yearbook company. The student's image will be properly merged with their name, grade and other data as required by the yearbook company or administrative software. In order to provide you with this product we need student information supplied to us in a specific manner. The student data needs to be sent by e-mail, or on a CD or floppy disc prior to the shoot date. It should contain the following information.

Comma delimited, ASCII, file named INDEX.TXT

If manually entered, individual records in the data file must be separated by a Carriage Return/Line Feed. No CR-LF'S in the data file.

All information needed for us to produce the requested services should be provided.

The order of the information is not as critical as the format.

The database should be sent with a README.TXT file or a cover letter defining each data field.

In most cases this information can be generated through your school student administrative program (Winschool, SASI, etc.)

Send a complete record for each student; i.e. do not combine brothers and sisters. Only one record per student.

We will process this data and supply you with camera cards. The bar code on the camera card must appear in the camera ID and returned to us in shot order. If you shoot digital or have no camera ID system, a run sheet is required.

Setup - \$125.00 Each exposure - \$.20 Additional copies - \$10.00

DIGITAL PROOFING

We offer proofing of your digital files in three sizes. Each image is checked for color and density and can be printed with the file number or studio name in the image area. Our 4x5 size automatically crops from the center.

3½ x 5 - \$.50 4x5 - \$.55 4x6 - \$.70

DIGITAL PRINTING SERVICES

DIGITAL CANDID PRINTS

This service is recommended for weddings, portraits, and candid photographs and is available in color, black and white or sepia tone. This service is available from images that have used our Digital Retouching Services, from film and from your digital file.

2½ x 3½ min. 8	\$.55	10 x 10	\$3.00
3½ x 5	\$.65	10 x 13	\$5.50
4 x 5	\$.90	11 x 14	\$9.25
5 x 5	\$.95	16 x 20	\$22.25
5 x 7	\$1.70	20 x 24	\$33.50
8 x 10	\$2.80	20 x 30	\$42.50
		Christmas Cards	\$.60

DIGITAL SCAN AND PRINT SERVICE

This service is recommended when you need special cropping, burning or dodging from transparencies, negatives, digital files, prints, or flat bed scans. Print enhancement, retouching, and restoration is available. Please add the appropriate retouching charge.

	8 x 10 and smaller	11 x 14	16 x 20	20 x 24	20 x 30
1 st Print	\$8.55	\$17.85	\$28.50	\$35.60	\$45.50
Add'l Prints	\$5.35	\$10.70	\$19.00	\$24.90	\$35.60

DIGITAL QUANTITY PRINTING

Quantity prints from the same image are carefully tested for optimum color and density. This service is available in black and white and color. Please specify quantity pricing when ordering.

NUMBER OF PRINTS FROM SAME NEGATIVE					
Size	5-10	11-20	21-30	31-50	51 +
2½ X 3½	\$ 0.47	\$ 0.45	\$ 0.40	\$ 0.35	\$ 0.30
3½ X 5	\$ 0.55	\$ 0.50	\$ 0.45	\$ 0.40	\$ 0.35
4X5	\$ 0.65	\$ 0.60	\$ 0.55	\$ 0.50	\$ 0.45
5X5	\$ 0.90	\$ 0.85	\$ 0.75	\$ 0.65	\$ 0.60
5X7	\$ 1.45	\$ 1.35	\$ 1.20	\$ 1.10	\$ 1.00
8X10	\$ 2.50	\$ 2.15	\$ 1.95	\$ 1.75	\$ 1.60
11X14	\$ 8.90	\$ 7.43	\$ 6.60	\$ 6.00	\$ 5.40
16X20	\$ 19.40	\$ 19.00	\$ 17.00	\$ 15.30	\$ 13.75

DIGITAL UNIT PRINTING

With the technology that is available, many photographers are creating their own digital products. This can be a template with different print sizes or prints with borders, names, cameos, calendars, magazine covers, anything you can imagine and create. Our digital unit printing category allows you to get prints of these products at an economical price. The files must be output ready, in an 8x10 unit equivalent and aspect ratio, requiring no digital manipulation.

\$1.50 PER UNIT

DIGITAL PROM PACKAGES

This service is available for high school proms, homecoming dances, dance studio portraits, or other events requiring portrait packages for individuals, couples and small groups. Lighting and exposure must remain constant to achieve optimum color and density quality at this price level. After several random images have been tested, one color and density correction is given to the job. If the job is not shot under exacting conditions, each image can be corrected for a charge of \$.50 per package. All images will be automatically cropped from the center to an aspect ratio equal to an 8x10. Special cropping including headspace adjustment is available for a charge of \$.50 per package. Individual color correction and cropping is available at the photographer's request and would apply to the entire job.

PIC-A-PAC is available at no extra charge. A clear run sheet listing the file number and package ordered must be provided. Three part carbonless run sheets are furnished at no charge in reasonable quantities. If you use your own run sheet please submit it in duplicate with your order.

\$1.20 PER UNIT

Overlays available - \$10.00 setup charge

DIGITAL WEDDING SPECIAL

This service is designed to give the photographer quick turn around on wedding package prints. The package includes 1 – 8x10 and 2 – 4x5's of each image. All printable images are printed and no editing is available. Images will be cropped automatically to the center to give an 8x10 aspect ratio.

\$1.80 PER PACKAGE

DIGITAL MEMORY MATES

This program is designed for sports teams, day cares, first communions, and other special events or groups where group prints are to be combined with package portraits of individuals. Our price structure is designed to give the photographer total flexibility. It is easy to structure packages to meet the need of any customer and their particular situation. Individuals are priced by the unit, allowing you to put any print combination in a package. Group prints and specialty items are priced separate.

Digital images will be cropped from the center to equal an 8x10 aspect ratio. Include a run sheet with file number (frame number if file) and package request. Run sheets are available in reasonable quantities on three part carbonless paper. Also, to help insure proper print count and invoicing, include group/team count with the appropriate individuals.

Individuals - \$1.30 per unit \$.70 half unit

Groups - 5x7 - \$.60 8x10 - \$1.05
With overlay or border add \$10.00 set charge

Sport Composite – 8x10 of group and individual with a border and titling \$3.50

3” Button - \$1.20 each

Trader Cards - \$6.00 /8 with package \$7.25 /8 without package
Data for the players’ statistics must be in the same sequence as the back of the card.
Position - Team - League - Coach - Age - Height – Weight
Trader card front only, no player statistics
\$3.00 /8 with package \$4.25 /8 without package

Magazine Covers - \$4.00 with package \$5.25 cut negative

Folders 7x5 Group + 4x5 Individual \$.80 each
 7x5 Group + 5x7 Individual \$1.00 each
 10x8 Group + 5x7 Individual \$1.50 each
Add \$.10 per package for inserting prints into mounts

Standard Packages	With Mount	Without Mount
7x5 group & 4x5 individual	\$1.80	\$1.45
7x5 group & 5x7 individual	\$2.35	\$1.85
10x8 group & 5x7 individual	\$3.50	\$2.70

DIGITAL BUSINESS CARDS

Personalized business cards can be produced with your portrait, background, or other digital image with information about you and your company.

Set up charge \$20.00 \$25.00 per 100 (Min. 100)

DIGITAL PORTRAIT PRINTING SERVICE

This service is recommended for high school seniors, family and individual portraits and is available in color, black and white, and sepia tone. This service is available from images that have used our Digital Retouching Service, from film and from your digital file. Each image is individually color and density corrected and cropped to your specifications.

1 st 8 x 10 unit	\$3.30	11 x 14	\$9.25
2 nd unit	\$2.50	16 x 20	\$22.25
3 rd unit	\$2.50	20 x 24	\$33.50
Additional	\$2.00	20 x 30	\$42.50

Wallet Special - 48 wallets (6 units) only \$7.50 after the first unit of any size has been ordered from the same image.

Personalized Wallets - For \$1.00 per image you can add the students name, name and graduation year or your studio name.

Die cutting of wallet units is available on request at no charge.

Multi-Pose Special - To order a Multi-Pose Special mark your order envelope in the special instructions area with the M.P.S. number. Send us the 3 to 5 images and indicate on a print list the units you need from each image. If more than one special is ordered from images on a single disc, break down the special by image number on the print list. Check your packages closely. If less than the number of units for the package is ordered the full package price will be charged. If more than the number of units is ordered, additional units will be charged at the normal Portrait Printing Price.

Special #1	3 poses of same individual, couple or family. 1-16x20 plus 17-8x10 units.	\$57.00
Special #2	5 poses of same individual, couple or family. 1-11x14 plus 22-8x10 units	\$59.00
Special #3	5 poses of same individual, couple or family 1-16x20 plus 22-8x10 units	\$70.00
Special #4	5 poses of same individual, couple or family 1-20x24 plus 22-8x10 units	\$82.00
Special #5	3 poses of same individual, couple or family 20-8x10 units	\$45.00

Portraits Plus - This service allows you to create digital portraits with borders, titling and multiple images. Select the product code from the sample sheet and specify the image placement where needed.

	8 x 10	Add'l	11x14	Add'l
1 Image	\$9.50	\$3.30	\$12.50	\$9.25
2 Images	\$11.00	\$3.30	\$14.00	\$9.25
3 Images	\$12.00	\$3.30	\$16.50	\$9.25
4 Images	\$14.00	\$3.30	\$18.00	\$9.25

DIGITAL SCHOOL DAYS AND STORE PROMOTION PACKAGE PRINTING

SCHOOL DAYS PACKAGE PRINTING

Every school has a different set of requirements, needs and preferences. In an effort to satisfy their particular needs and maximize sales for the photographer, we offer a variety of package programs and service items. In order to provide you with timely delivery of a quality product, there are a few procedures that we ask you to follow. If you shoot film that is to be scanned or use a digital camera, slating is very important. A begin slate should be on the first image. It should include the following information: studio name, roll number, teacher name, grade, and group number. A slate should be photographed after changing teacher name, grade and group number, at the beginning of each class, or at approximately every thirty students. Please shoot an end slate when possible. A completed order form must be submitted for each job.

When using this print category:

All exposures must be under consistent lighting conditions,
Any combination of full and half units may be used,
Each sitting is packaged in school day envelopes and bundled by slate,
11x14's and 10x13's may not be combined in the same order.

SPECULATION - The single package you design from our full and half units is printed for all exposures. We will edit for closed eyes or multiple shots at no extra charge. On request we will insert your package price inserts, return envelope and package reorder lists for \$.01 each. Please slate by teacher or group and use begin and end slates.

Units	8 x 10	Half Units			
1st	\$1.15	\$1.15		10 x 13	\$1.80
2nd	\$0.95	\$0.45		11 x 14	\$2.95
Add'l	\$0.85	\$0.45			

PREPAY PLAN – This underclass plan allows you to offer multiple packages, each of your design, to each student. Each student must be identified by the package he/she has ordered or be designated a “No Package”. This can be done by a slate photographed in front of each segregated group or by use of a negative ID. Photographers using a digital camera will need to segregate the groups wanting each package and we will print the requested package for a group of file numbers. You can also supply us with a shot list showing file number and package ordered. Please slate by teacher or group and use a begin and end slate.

Units	8 x 10	Half Units			
1st	\$1.25	\$1.25		10 x 13	\$1.80
2nd	\$0.95	\$0.45		11 x 14	\$2.95
Add'l	\$0.85	\$0.45			

PROOF PLAN – This underclass plan allows the student to view a small color proof of the photograph and order from an assortment of packages, each of your design. Upon receipt of your digital files or film, we will produce a color wallet proof and attach it to a proof envelope that contains your package and ordering information. The proofs are then numbered to coincide with the order of shooting. The proof envelope is then sent to you ready to deliver to the school. Camera ready art must be supplied to Alford Photo with your package contents, pricing, and order information at least five days before the film or images will ship. Without camera ready copy, add a \$25.00 typesetting charge. Lab time is longer if your copy is not sent in advance. If you are using multiple proof envelope layouts, always specify the copy to be used. When the proofs are returned to us they must be in numerical order. Packages are then printed based on the orders on the proof envelopes.

Digital Wallet Proof Envelopes - \$0.55

Package prices

Units	8 x 10	Half Units			
1st	\$1.30	\$1.30		10 x 13	\$1.80
2nd	\$0.95	\$0.45		11 x 14	\$2.95
Add'l	\$0.85	\$0.45			

REORDERS – If we print the package, reorder prices are as follows:

Unit - \$1.50 10 x 13 - \$1.85 11 x 14 - \$3.00

I.D. and ROLODEX CARDS

\$.25 each (Min. 100)

Set up charge \$10.00 without logo - \$15.00 with logo

Service Strip (1/2 unit) With I.D. \$0.65 Without I.D. \$0.45

If shooting film an in camera subject identification is required

Provide data in a .txt or comma delimited text file format. See digital output section for detailed instructions regarding student data.

If a data list is provided it must be typed and cards are \$.30 each.

Lamination \$.35

DIGITAL STORE PROMOTION PRINTING

Alford Photo specializes in volume portrait finishing. For many years we have been serving the store promotion and fundraiser photographers. Some of the programs we offer are:

Speculation packages with family breakdowns to meet your individual requirements

Proof plans with individual print orders and no package requirements

Printing from video proofing systems

Volume enlargements including 10x13, 11x14, & 16x20

Print finishing including mounting, texturing and spraying

Printing in color, black and white or sepia

Volume portrait photographers market, photograph, and sell their products in many different ways. Each system has special requirements. We will be glad to develop a program and price structure to meet your individual needs. Please call for a quote.

DIGITAL GROUPS AND COMPOSITES

Group pictures offer great sales potential. Throughout the year, groups can be lucrative both in and out of the classroom. Class groups offer the students a photo record of their classmates. Images must be of a group setting to qualify. Editing is available. If we are asked to edit, OUR DECISION IS FINAL. Each group image is tested and corrected before quantity is printed.

Print size	1-5 Prints	6-17 Prints	18 or more Prints
5 x 7	\$0.75	\$0.65	\$0.55
8 x 10	\$1.15	\$1.10	\$1.00
11 x 14	\$6.60	\$5.50	\$4.40

Group photographs with titling - \$10.00 set up - \$5.00 charge for each title change

Group photographs with borders - \$10.00 set up - \$5.00 charge for each border change

Group photographs with borders and titles - \$12.00 set up - \$5.00 charge for each boarder or title change

Group photographs with individual names - \$15.00 set up per class

A typed list of the individuals in the photograph needs to accompany each group.

Group titling forms are available at no charge in reasonable quantities.

Composites with title block - \$10.00 set up - \$5.00 charge for each block change

Composites with title block and individual names - \$15.00 set up per class

If using film, each images need an in camera ID. If you do not have an ID system or shoot digital, a typed run sheet is needed. We prefer an electronic run sheet. By sending this to us on disc or CD we greatly reduce the chance for errors.

PRINT FINISHING

All print finishing prices are plus print. Also, please add prices for multiple services to get total cost (i.e. mount & spray or mount & texture).

	8x10 and smaller	11 x 14	16 x 20	20 x 24
Print Spray	\$0.65	\$1.30	\$2.00	\$3.00
Dry Mounting	\$1.95	\$2.50	\$4.15	\$7.35
Canvas Texturing	\$1.30	\$1.95	\$2.55	\$3.75
Canvas Board Mounting	\$4.95	\$6.40	\$8.95	\$12.00
Stretcher Canvas	\$18.95	\$21.95	\$25.50	\$31.95
Brush Stroke	\$4.95	\$6.40	\$8.95	\$14.95

UNIT DEFINITIONS

