

STILL PHOTO PRODUCTS AND PRICES

Fall 2009 — Phone (510) 748-9811 Email: jwoodard@freemanbusiness.net

STILL PHOTO PRODUCTS AND SERVICES

Joseph Woodard Multimedia can...

- **Create** memorable, attractive, and insightful portraits of you and your family.
- **Preserve** family events like a birthday, graduation, wedding, reunion, anniversary, retirement, or memorial.
- **Capture** newsworthy events in poignant images for educational and editorial purposes.
- **Assemble** illuminating pictures of architecture in order to build an album preserving the look of your home before and after your hard work improving it, or to help you sell or rent by designing web photo displays of house and apartment walkthrus.
- **Bring home** the essence of an environment in beautiful landscape and travel photography.
- **Restore and preserve** your old photos.
- **Design and print** custom greeting cards.
- **Mount and frame** prints.
- **Copy** your photos and flat art.
- **Scan** your text documents into text formats you may edit.

From the photos we create for you, we can produce **beautiful, lasting color prints**, from wallet to wall-sized; even mount, matt, and frame them for you.

We can print your digital photos.

We'll talk with you in order to plan the photos you want us to create for you. For most arrangements you pay a modest booking fee.

After the photo shoot we send you proofsheets so that you can order the photos you like in the form you want: as unmounted enlargements, mounted and framed, digital files on CD, and web displays. (Architectural and copy photos, restored and newsworthy event photos are supplied as digital files on CD) Read on and you'll learn the details about arrangements for each type of still photography product and service we offer.

PERSONAL PORTRAIT PHOTOGRAPHY

We will come to your home or location of your choice, set up lights and cameras, and stage a portrait sitting. The setting can be outdoors if you like.

We'll need about an hour to set up background draping and lighting for an interior setting, and may need that long to carry equipment into an outdoor setting in order to suitably modify available light.

If possible, we would like to scout any location we haven't seen before so that



we can plan the most expedient way to set up our equipment.

To really capture your best likeness, we'd like to take you to dinner or at least sit and talk with you. If we could meet about a week before the sitting, we'll



have a chance to get to know you and understand how you like to be seen. Any time we can spend together before the portrait sitting will help us create a more personal result for you.

After setting up our photo equipment in the location you choose, a **sitting takes about 1 hour, not more than 3**, and about an additional half hour to remove our equipment. Make sure that your hair and makeup, if you use any, are ready. If you wish, and the location permits, you may change clothes during the sitting.



We will send you **proofsheets within 2 days** of the sitting so that you can select the pictures you'd like as prints, perhaps mounted and framed, or in an album. You can select from our price list and order for yourself, and for those close to

you. We will send you the **portraits within 2 weeks** of receiving your order. Since we archive the pictures we shoot, you can **reorder additional prints at any time**.

Arranging a portrait sitting is easy. Call and talk with us at **510-748-9811**, or contact us by email. Our address is **jwoodard@freemanbusiness.net**

Booking Fee

The sitting will require the payment of a **booking fee of \$75.00**.

You may pay by check or money order to Joseph Woodard.

Length of Portrait Sitting and Location

A sitting requires about an hour to set up, **1 to 3 hours at most for photography**, and about a half hour to pack up our equipment.

The **booking fee covers any location within 50 miles of Alameda, California**. Locations further away but still within California will require time and travel charges: \$0.25/mile after the first 50 miles plus \$20.00/hour travel time to and from the sitting. (These additional charges, if applicable, are billed when we send you proofsheets.)

Your Pictures

You can **order pictures from the proofsheets** we send you after the sitting. A copy of the price list in this flyer will be included so that you can remit payment with your order by check or money order.

FAMILY EVENT PICTURE PACKAGES

Our photos will preserve your family events for decades to come; events like...

- Birthdays
- Graduations
- Weddings
- Reunions
- Anniversaries
- Retirements
- Memorials

We will meet with you to plan arrangements for the photos you want. We may meet with you more than once before the event to make sure we know who's most important to you and the memories you want to preserve.

If possible, we would like to scout any location we haven't seen before so that





we can plan the most expedient way to set up our equipment.

Booking Fee

We require a **booking fee of \$200.00** to cover family events.

Setup, Event Duration, and Location

The **booking fee covers setup and shooting for up to 8 hours at any location within 50 miles of Alameda, California.** For longer events, we will have to plan ahead with you to make sure we capture everything you want recorded, and will have to charge an hourly rate of \$20/hour beyond the first 8 hours. Locations further away but still within California will require time and travel charges: \$0.25/mile after the first 50 miles plus \$20.00/hour travel time to and from the event. (These additional charges, if applicable, are billed when we send you proofsheets.)

Your Pictures

We will send you **proofsheets, along with a price list and order form, within 2 days** of the event so that you can select the pictures you'd like as prints, perhaps mounted and framed, or in an album. You can select from our price list and order for yourself, and for those close to you.

Since we archive the pictures we shoot, you can **reorder additional prints at any time.** We ship anywhere within the United State by U.S. Mail and charge only the cost of mailing.



NEWSWORTHY EVENT PHOTOGRAPHY

With a **background in journalistic coverage,** Joseph Woodard can work with you to understand the issues and people central to a newsworthy event that you or your organization may want to capture with still photography. We'll

meet and talk with you to plan the coverage you want.

Photos are important in newsletters, articles, books, and useful icons identifying your mailers, literature, posters, banners, and other signs. **We can get the shots you need.**

Our photos have been used by Global Exchange, Earth Justice, Alameda Public Affairs Forum, Motherspeak, Kykloproductions.com, U.S. Labor Against War, Meiklejohn Civil Rights Institute, and many other organizations for educational purposes. We offer **personal and educational licensing** for individual and non-profit organizational uses, as well as **editorial and retail licensing for commercial purposes.**



Booking Fee

We require a modest **booking fee of \$150.00** to cover news events.

Setup, Event Duration, and Location

The **booking fee covers setup and shooting for up to 8 hours at any location within 50 miles of Alameda, California, and 10 copies of print quality files on CD.** For longer events, we will have to plan ahead with you to make sure we capture everything you want recorded, and will have to charge an hourly rate of \$20/hour beyond the first 8 hours. Locations further away but still within California will require time and travel charges: \$0.25/mile after the first 50 miles plus \$20.00/hour travel time to and from the event. (These additional charges, if applicable, are billed when we send you the images on CD.)



Photograph by Joseph Woodard

Setup, Photo Shoot Duration, and Location

The **booking fee covers setup and shooting for up to 3 hours at any location within 50 miles of Alameda, California.** Locations further away but still within California will require time and travel charges: \$0.25/mile after the first 50 miles plus \$20.00/hour travel time to and from the site. (Additional charges, if applicable, are billed when we send you the images on CD.)

Your Pictures

The **booking fee also covers one CD containing print quality files** of the photos we shoot of your architectural site, licensed only for personal use. **You may order prints by using our price list.** A license for commercial uses like selling or renting property can be negotiated according to the exact type of use. Take a look the "Licensing" section in this flyer.

We offer **web page design and support work at \$40.00 per hour.** You will have to supply dimensioned building plans or floor layouts, or pay our partner company, Freemanbusiness, to draw up those layouts, in order for us to create virtual tours.

Website creation, including possible database design and implementation, as well as web hosting will require separate setup fees which will be quoted by our partner company, Freemanbusiness. Prices are quite reasonable.

If your deadline is urgent, we can email you low resolution versions of the pictures so that you can select which you would like as print quality files immediately. We'll arrange transfer of those to you by FTP.

Your Pictures

The **booking fee includes the digital images we send to you on CD, licensed for personal and educational uses by your non-profit organization.**

You may order prints by using our price list. If you wish to use the images for editorial or retail purposes in a commercial venue, you will have to negotiate a commercial license with Joseph Woodard Multimedia.

and skill in capturing wide views with proper perspective. We can do that for you.

We can also render the **photos for web usage**, keying them to building layout and floor plans so that a web visitor can experience a **virtual tour.**

Joseph Woodard Multimedia can provide the web page design, even the website, where you can **show a building at it's best for sale or rental purposes.**

See an **example of an apartment walkthrough** on the web at http://jwoodard.best.vwh.net/house/unit2_apr2009.html

Booking Fee

We require a **booking fee of \$200.00** for architectural photography.

ARCHITECTURAL PHOTOGRAPHY

Pictures that show the scale, comfort, and attractive features of a home or apartment require **attention to detail**





LANDSCAPE PHOTOGRAPHY

Even your yard or neighborhood may be a landscape you'd like to bring indoors. We can **capture views that bring back memories of beautiful days and dramatic vistas**. Talk with us about the landscapes you'd like to feature in your home or office. We'll create decorative items at the prices we list for prints and framing.

Booking Fee

Our **booking fee for landscape work is only \$150.00**

Setup, Shooting time, and Location

The **booking fee covers still photography aimed at capturing images you want, in the best circumstances for shooting within 1 month of booking within 50 miles of**

Alameda, California. Locations further away but still within California will require time and travel charges: \$0.25/mile after the first 50 miles plus \$20.00/hour travel time to and from the location. (These additional charges, if applicable, are billed when we send you

proofsheets.) Landscape photography to be used for editorial or retail purposes will require you to negotiate a commercial license with Joseph Woodard Multimedia.

Your Pictures

You can **order pictures from the proofsheets we send you**. A copy of the price list in this flyer will be included. If you're ordering large prints, please talk with us so that we can provide you the best price on framing done in a way that fits your decoration scheme.

These pictures make wonderful gifts. We can ship them, even framed, at very reasonable prices anywhere within the United States. Printing, framing, and shipping require time so be sure to **plan ahead at least two months** before the time when you want to present the gift to someone who may be far away.





GREETING CARDS

From either a photo we create for you, or restore, or one of your own digital photos, plus any greeting message you supply, **we can design a 5-1/2 x 8-1/2" half-fold greeting card for you for \$40.00 for personal use.** Commercial use will require you to negotiate a retail license with Joseph Woodard Multimedia.

We can **print copies of the card for \$3.50 each plus tax.**

DIGITAL PHOTO PRINTING

We can **print digital photos in any digital file format.** Consult the price list. If we print your photo files, you can arrange to transfer them to us on CD, by USB key, File Transfer Protocol (FTP), or email. We can also download them directly to our system from your camera.

Use the print price lists to order your enlargements.

COPY PHOTOGRAPHY AND DOCUMENT SCANNING

We can **reproduce prints and flat art** work as digital photos, rendered as PNG

files, Adobe RGB color space, 8-bits/channel.

We can also **scan your documents, and reproduce them as digital image files or text files,** even preserving original formatting in Microsoft Word, Adobe PDF, or Adobe Framemaker formats. Our scanners will reproduce pages up to size 8-1/2x14"

Copy and scanning work can only be done for personal and educational purposes. We do not have the right to reproduce copyrighted works for commercial purposes unless you own the copyright.

Booking Fee and Lab Location

No booking fee is required. But you must deliver the photos, flat art, or documents to us in Alameda, California.

Your Pictures and Documents

We charge **\$35.00 per image for copy photography** and a flat **\$20.00/hour for scanning work.**

The **results of copy photography and scanning reproduction will be delivered to you as digital print quality files on CD.** We'll send you the CD with invoice so that you can pay by check or money order to Joseph Woodard.

You can order printed enlargements using our price list. We can **print documents, up to 11x17" in size, for 20 cents a side plus tax.**

PHOTO RESTORATION AND ARCHIVING

We can help you preserve your older photos for years to come by restoring them digitally and archiving them on CD in high quality, universally readable digital files.

Our enlargements from wallet size to 13x19" are certified to resist color fading for 100 years.

Booking Fee and Lab Location

No booking fee is required. But you must deliver original prints you wish restored (not negatives) to Joseph Woodard in Alameda, California.

Your Pictures

We charge **\$30.00/hour for restoration work. Most prints can be restored within 2 hours.** We give you the **restored digital files on CD** and provide you with **4x6 proofs** of restored work. Order the enlargements and framing you want.



PRICE LIST

We'll send you an invoice for any hourly service work. Use the list below to order prints and digital files.

Please add CA sales tax to the total price of tangible items. Shipping is by U.S. Mail and is charged at cost. For large prints, we'll give you a firm bid in advance that includes hourly work, if any. Please pay by check or money order to Joseph Woodard.

Enlargement and framing orders of more than \$300.00 will require a 25% deposit in advance.

Typical Enlargements

Typical enlargements from wallet size to 13" x 19" are certified to resist color fading for 100 years. These prints are always on glossy paper. Black and White, sepia or monochrome, and color prints are all priced the same.

NOTE: wallet-size is 2x2-1/4"

Prices for unmounted typical prints

- 16 wallet-size.....\$ 8.00
- 4 4x5.....\$ 8.00
- 2 5x7.....\$ 7.50
- 1 8x10.....\$ 7.00
- 1 11x14.....\$12.00
- 1 13x19.....\$16.00
- 2 4x5 plus 8 wallet-size..... \$ 8.00



Typical Enlargements, Matted and Framed

- 1 4x5.....\$13.25
- 1 8x10.....\$14.50
- 1 11x14.....\$16.00
- 1 13x19.....\$32.00
- 2 8x10 matted in 1 16x20 frame\$36.00
- 4 4x5 matted in 1 16x20 frame\$36.00



We offer **albums**, leather covered in brown or black. Each holds 300 4x5 prints. **\$15.00 each plus CA sales tax.**

Large Prints (larger than 13x19")

Discuss with us the photo you'd like enlarged and we'll help you judge the quality of the final print. Not all photos can be reprinted in large size and still retain the quality of detail that you find important.

Prices for unmounted large prints

	Matte or Glossy	Super Glossy
• 1 16x20.....	\$ 33.00.....	\$ 41.25
• 1 20x24.....	\$ 41.50.....	\$ 52.00
• 1 20x30.....	\$ 57.00.....	\$ 71.25
• 1 24x36.....	\$ 79.00.....	\$ 98.75
• 1 30x40.....	\$110.00.....	\$137.50
• 1 40x50.....	\$175.00.....	\$220.00

We can take orders for prints up to 50" x 120". Ask us for a bid.

Large Prints: Matted and Framed

Because you will most likely have custom requirements for your large frame, we will provide a bid, including custom frame type and color, as well as matt color. We charge the **cost of materials plus \$20.00 per hour to cut, matt, and frame your large print.**

Canvas Prints

We can create canvas prints with gallery-wrapped edges that may be hung even without a frame. Canvas prints give a painterly quality to photos and are well suited for portraits.

We supply **full color, black and white, and sepia toned canvas prints in sizes 16x20, 20x30, and 24x36.**



Prices for Canvas Prints

- 1 16x20..... \$ 95.00
- 1 20x30.....\$135.00
- 1 24x36.....\$155.00

Digital Files

Digital files of photos we create for you, either original or restored, may be purchased on CD. (We supply such files on CD as part of the Newsworthy Event Package, for Architectural and Copy Photography, and for restored photos.)

You can purchase any image we create for you as a print quality digital file for \$35.00. Digital files are sent to you on CD. These images are licensed for personal and education uses only. We will be glad to negotiate an editorial and retail license with you when the photos are to be used for commercial purposes.

LICENSING

The prices above grant you a license to use still photo images we create for you for the following purposes:

- For personal use
- For resale for personal use
- For unlimited display to a classroom and/or live audience
- For unlimited display on listener-supported TV and/or website of a non-profit organization.

Commercial licensing of images we create for you used for editorial and retail uses includes:

- License for unlimited display on a single commercial TV station and/or website

- License for unlimited display on multiple commercial TV stations and/or websites.
- License for inclusion in a print, audio, or video product; with unlimited reproduction for editorial, entertainment, or retail use.

We will be glad to negotiate the license you will require to use our images for commercial purposes.

Joseph Woodard Multimedia reserves the right to use materials we create in publicity promoting our business by demonstrating what we can do.

