

PHOTO-GRAPHICS PLUS

~ Celebrating 21 Years ~
of Digital Excellence

Since 1989



~ Price Guide ~

July / 2010

60 Island Street, Lawrence, MA 01840, (978) 975-4400, Toll-free: 1(800)549-2199
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About Photo-Graphics Plus:

We are digital fine art printmakers dedicated to excellence! Every image is personally adjusted, enhanced and printed by master printmaker Greg Welch. A pioneer in digital technology, Greg's craftsmanship and custom printmaking skill, turns every image into a museum quality fine art print.

Why Iris Prints are the Best:

We use Iris printers because IRIS prints have a rich deeply saturated color and three-dimensional quality that no photograph or other inkjet printer can match! Iris printers spray four million droplets per second and actually have 32 different droplets sizes, rendering an optical resolution of 2000 dpi. We print on acid-free, 100% rag, heavyweight watercolor papers, & the very highest quality canvas.

Sending Files for Iris Prints:

Flatten the layers, delete the extra channels & paths and save as an uncompressed RGB.tif, file or highest quality jpeg. FTP your files to us, or if you prefer send them to us on CD. Contact us to set up your FTP account. See our website www.oaktreeart.com for easy steps to follow. For Mac users, use a utility like FETCH to FTP files.

Iris Prints & Price Table:

UV Protective Coating is included for all prints & sizes.

Available Papers & Canvas:

- **Somerset Velvet Radiant White:** whitest paper with a velvety texture. Great all around paper.
- **Museum Etching:** a white paper with a soft texture. It has ultra vivid colors, crisp sharpness, & the widest dynamic range.
- **Fine Art Canvas:** Just like an oil painting! Available in gloss & semi-gloss coatings

Watercolor Paper: Color, B&W, Golden Sepia, & Standard Sepia

- All prints include "File Prep & Archive".

Size Price

4x5.....	\$27
5x7.....	\$27
8x10.....	\$40
8x12.....	\$45
11x14.....	\$55
16x20.....	\$70
20x24.....	\$100
20x30.....	\$120
24x30.....	\$150 (8x10 Test Print recommended)
30x40.....	\$195 (8x10 Test Print recommended)

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Canvas & Stretch-Mounting: Solid wood Douglas fir Bars & Tuck-n-Roll staple-less method used.

- For best results canvas prints should be stretch-mounted.
- Canvas prints include 1 ½ border for stretching

Size	Canvas Only	Stretch-Mounted	Total
11x14	\$72	\$20	\$92
16x20	\$87	\$23	\$110
20x24	\$127	\$30	\$157
20x30	\$147	\$40	\$187
24x30	\$177	\$40	\$222
30x40	\$227	\$50	\$277

Art Treatments: *(To Enhance Your Image)*

Prints with Border: *(Priced by outside dimension of print)*

For a beautiful look, print your image with wide borders. Keep in mind that irregular crops, such as 35mm full out -- could require uneven borders.

- For example, print a 14x18 image with 1-inch border on 16x20 inch paper, or perhaps print a 7x9 inch image with a ½ inch border in on 8x10 print. There are many combinations that might work.
- Add a wide border to an Edge Effect or Hand-Torn print for stunning results.

Edge Effect: *(\$5 per File)*

Choose one of our digital Edge Effects for an artistic treatment to the edges of your image.

- See our Edge Effect sheet for examples.
- Please specify border required on your order instructions.

Hand-Torn: *(Looks like real Deckle Edges!)*

It takes time and patience to artistically hand-tear your print. We must leave 2 inches of extra paper all around in order to hand-tear a print properly.

- **Up to 16x20:** \$12.50
- **Up to 20x24:** \$15
- **Up to 24x30:** \$18
- **Up to 30x40:** \$20

Storyboards: \$0.29 cents per square inch of total finished paper size. **(\$60 minimum charge)**

Create beautiful custom storyboards of multiple images printed either horizontally or vertically on one sheet of paper. Add Hand-Tearing for a very artistic presentation that your customers will love. This pricing is good for non-standard sizes.

- Hand-Torn Storyboard prints up to 24": add \$15
- Hand-Torn Storyboard prints up to 46": add \$18.50

How to Determine Cost of Print:

Calculate length x width x .29 = cost of print.

For Example: To calculate to cost of a 12 x 24-inch print - your outside dimension of your finished print would be 12 x 24 x .29 = \$83.52

Company Policies:

Caring for Iris Prints:

- Canvas prints do not need to be framed under glass.
- Canvas prints are waterproof, but should never be washed. They can be dusted with a dry cloth.
- Prints on watercolor paper should be framed under glass, preferably UV coated.
- Treat your Iris print as fine art and avoid exposure to direct sunlight, extreme temperatures and high humidity and it will last a lifetime.

Studio Samples:

- *15% Off -- up to 3 Studio Samples per year. Note: this may not be combined with other specials.*

Delivery Schedule

- 1 to 2 Weeks in-house
- During the holiday season, production issues may add time to the delivery of your order. Please plan accordingly.

Rush Orders:

In order to maintain the highest quality we cannot guarantee specific ship dates. However, schedule permitting we will do our best to accommodate you for special occasions and memorials.

Shipping: (UPS Ground)

Shipping Fees by Size: *(Prices may vary for certain rural deliveries)*

- **Up to 20x24:** \$12.00
- **Up to 24x30:** \$13.50
- **Up to 30x40:** \$18.50
- Note: We will combine orders to be shipped when possible -- with one appropriate shipping charge.

Terms: (We accept - Master Card, Visa & American Express or Check)

- **All orders must be pre-paid before shipping**
- All prices are subject to change without notice.

Edge Effects



1. Scalloped Edge



2. Feathered Edge



3. Soft Vignette Edge



4. Rough Edge

Photo-Graphics Plus

1 800 549-2199

Tips for Sending Files:

Includes:

Tips for preparing files that will produce beautiful Iris prints.

File Format: (Preferred Colorspace sRGB or aRGB)

Send us your digital files for beautiful Iris prints. We recommend you work in sRGB or Adobe RGB, please embed the profile within your file. Always flatten the layers, delete the extra channels & paths and save as an uncompressed RGB .tif file. Send your file on a CD or use our FTP service. We archive your file on CD -- making reprints a snap by phone or email.

File Size:

Iris prints can be up to 50% sharper than photographs. We print at 300dpi and because of the unique technology of the Iris printer, the final prints have an optical resolution of approximately 2000dpi. No other printer can deliver this type of quality. For large prints it is best for you to send your files at your camera's full resolution and let us do any resizing if needed. Please call if you have any questions or need help with file preparation.

Setting Values for IRIS Prints:

Light Tones and Highlights:

The whites are much whiter, especially when printed on Somerset Velvet watercolor paper. If you're used to printing to a Lightjet type printer, your highlighted areas may come out brighter than you expect, when printing on an IRIS. *See the following example for a better understanding.*

> Settings on a Beaded Wedding Gown: (3 areas of density to be concerned with)

- 1) The specula highlights on the pearls or beads of the gown – the range is: 232 - 255 RGB
- 2) The brightest smooth white areas of the gown -- the range is: 210 - 240
- 3) Deeper white values, which show contour and patterns in the dress -- the range is: 180 - 210

Dark Tones, Shadows & Black:

On an Iris print -- RGB values: 20, 20, 20 will print quite deep and rich and still show detail, where as on a Lightjet they may not. You should avoid RGB values: 0, 0, 0, unless your really want pure black. Use values below 10, 10, 10 with purpose. For example, a black tuxedo isn't really pure black of 0, 0, 0. A more appropriate setting would be in the range of 10, 12, 14. This is a slightly cool black, which is similar to the color that film would give you. Of course you can adjust these settings to suite to your taste.

Colors and Saturation:

On Iris prints -- greens, yellows and magenta colors are much brighter and clearer than when printed on photographs. Be careful not to over saturate these colors. Photographic paper has always had a problem with rendering good greens.

Different Papers:

Each paper gives the image a unique look.

- **Somerset Velvet Radiant White:** has the whitest white with a smooth velvety texture.
- **Museum Etching:** is a white paper with a soft texture. It has ultra vivid colors, crisp sharpness, & the widest dynamic range.
- **Fine Art Canvas:** *Just like an oil painting! Gloss, Semi-Gloss & Matte UV coatings*