

## Step 2: Ink on Paper

The printing is much easier to describe. Basically, we charge by the actual paper or canvas used, including any borders or wrap. The total square inches are calculated and then multiplied by the cost for the selected materials.

**Photographic Class papers** vary by finish. We carry a Matte, Satin, and High Gloss. They are somewhat thinner than the Fine Art papers. Price: 9.5¢/in<sup>2</sup>

**Fine Art papers** vary by texture (also known as "tooth"). Our most popular are Hot Press (very smooth) and Cold Press (more surface texture ... similar to watercolor paper). All our Fine Art Papers are significantly thicker than the Photo Class papers. Fine Art / watercolor style papers are in the 10.5¢/in<sup>2</sup>

**Canvas** is chosen for its surface quality, archival nature, print accuracy, and ease of handling when framing. Prints are coated with a protective spray and are priced at 12.5¢/in<sup>2</sup> and including the spray.

**All our Fine Art, Photographic papers, Canvases, and Inks are archival** with a minimum of 80 years fade resistance, as determined by the Wilhelm Institute. We'll be happy to show you samples at your convenience.

## Step 3: Discounts

We take our artists success very seriously. We can't succeed if you don't, so we encourage you to order only what they need. We don't have a minimum order on either capture or printing. Some like to order prints as they make sales, some like to have a couple on hand, and a very few take advantage of our quantity discounts. We only recommend that to artists who have a very large and active client list. There is nothing worse than having a stack of expensive prints sitting in your closet.

I hope this answers your questions and that you'll feel free to contact us if we can be of service.

Quantity	Discount %
10-24	10%
25-49	15%
50-99	20%
100+	25%



## Core Services and Prices

*In this brochure we describe and explain our basic core services for Artists and Photographers.*

*We have tried to create programs that will fit the needs of almost all serious creatives, no matter what their long term or immediate needs and budget constraints are.*



### JDA CREATIVE COLOR

1138 N.E. 6TH AVE.  
GRESHAM, OREGON 97030  
(503)525-0846 (MAIN)  
(503)333-8154 (OFFICE)  
(503)734-4216 (STUDIO)

## Step 1: Art into Pixels

### ***The first step in the reproduction process, is digitally capturing your original.***

- The best way to accomplish this by directly photographing the original using our high resolution digital camera. We use a Betterlight System that is in excess of 180 MegaPixels in resolution. This equipment is simply unparalleled in the industry. I'll be happy to go into any degree of detail about it that you wish, but I don't want to bore you unless you're interested. Suffice it to say that its resolution, density range, and color fidelity leave other methods far behind.
- If you already have a digital file, we can usually make use of it. It may not have the requisite resolution for certain larger sizes, but often it may be sufficient for smaller uses. We always recommend printing a reduced size proof of the file to ensure the color is as expected.

### ***We have a couple of pricing options for the capture stage of a project***

#### **1) Artists Package ... Product Match**

Most of our work is for fine artists. It is our goal to provide value as well as high quality. It's difficult to cut corners to save money when working with top quality equipment and personnel, but we can add features to make the package more valuable. The Artists Package starts with a scan at the highest resolution the piece allows. We guarantee this will be at least 100MB but it is usually, 200-400 +MB. This is large enough for any current or foreseeable use. You could even print billboards if you wish! In addition to the scan, all color correction and proofing necessary to match the original as closely as current printing technology will allow is included at no additional charge. Proofing is done at reduced size.

Finally, we provide a CD, DVD, or for a modest extra charge, a USB Thumbdrive containing:

- The large size scan
- A version sized for full page ads
- Several Postcard versions
- 2 different sizes optimized for website, email, and other digital uses.

Feel free to provide your own thumb drive if you wish to avoid additional expense.

*Artist Package Pricing depends on the original's size*

Original Size	Price
Up to 14"X17"	\$100
14"X17" to 24"X36"	\$125
24"X36" to 30"X40"	\$150
30"X40" to 40"X60"	\$200
Larger than 40"X60"	Call for Quote

#### **2) Commercial Scan ... Pleasing Color.**

*(This option is available for originals up to 28"X38")*

These are appropriate when one is only needing a smaller file. Perhaps for a Postcard or ad, or a Giclée print of a small original. If you never plan to print larger than, perhaps, 14-18 inches in the largest dimension. We call this our Commercial Scan because it was developed for use by galleries and others that might need a very high quality file for a postcard or magazine ad, but will never need prints. The standard size is a 30 Megabyte scan, and includes in-house on-screen correction to closely match your original, and a reduced size proof for your approval. It also includes a CD of the file along with an Internet optimized small version for website and email use. The cost for this is \$50. Need a higher resolution file? We also have a Commercial XL scan that is 50 MB for \$75. Both are Pleasing Color scans, which means that viewed apart from each other, the proof looks like the original. Further correction and proofing is available for an additional fee.

Megabyte Size	Approximate Print Size @ 300PPI	Price
30	9"X12"	\$100
50	14"X16"	\$125

