

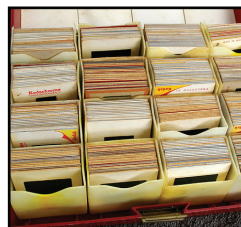
# ARCHIVING

Archiving your photographs is one of the most important things you can do for yourself and your family. These memories of time past are irreplaceable, so don't risk your photo's becoming damaged. Let us preserve them digitally, so you can be comfortable in knowing that your memories are safe and sound forever.

## BULK SCANNING OF SLIDES

This service is suitable for scanning large quantities of positive slides for digital archiving purposes and reprints up to 6x4". They can be scanned from either a 35mm strip or a mount.

|                  |          |
|------------------|----------|
| Up to 50 slides  | \$59.00  |
| Up to 100 slides | \$120.00 |
| Up to 250 slides | \$300.00 |
| Over 250 slides  | POA      |



## BULK SCANNING OF PHOTOGRAPHS

This service is suitable for scanning large quantities of photographs for digital archiving purposes and reprints up to 6x4". Photos must be unmounted, unripped and no larger than 8x12".

|                  |          |
|------------------|----------|
| Up to 50 photos  | \$39.00  |
| Up to 100 photos | \$77.00  |
| Up to 250 photos | \$110.00 |
| Over 250 photos  | POA      |



## DLAB SCANNING

It's the perfect option for your shoe boxes that are full to the brim with old negatives of yesteryear! Let us help you re-discover your past by digitising your photos, Dlab scanning has a minimum order of \$30 - with this economical price covering both the scans and CD cost.

35mm negative must only be colour OR black & white, for slide positive prices see above.

|     |               |                  |
|-----|---------------|------------------|
| 30+ | 35mm          | \$3.00 per strip |
| 30+ | Other Formats | \$3.00 per image |

\* Please note that if you have fewer than 10 negatives to scan, you will still be charged the minimum fee of \$30 - so why not bring a few more in!

# REPRODUCTIONS

## FLATBED SCANNING

Flatbed scanning is for enlargements and copies of original prints and artwork that is not subject to copyright. The prices below includes basic spotting, retouching and cropping. With images being printed on either lustre or gloss photographic paper.

|                            |         |
|----------------------------|---------|
| Up to an A4 - Flatbed Scan | \$10.00 |
| Up to an A3 - Flatbed Scan | \$20.00 |

## FINE ART REPRODUCTIONS & COPY PRINTS

For copies from original prints and artworks larger than A3 - the prices below cover scanning only.

|  |          |
|--|----------|
| To copy an original up to 50cm long        | \$55.00  |
| To copy an original up to 100cm long       | \$88.00  |
| To copy an original longer than 100cm long | \$110.00 |

## IMACON SCANNING

These scans are available from 35mm, Medium Format and Large Format negatives and trannies.

**Raw:** Scanned flat (low contrast) to record the highest amount of detail possible (no spotting).

**Spotted:** A Raw scan with dust and minor scratches retouched out.

**Print Ready:** A Raw scan, spotted and fully adjusted to create a print ready image to the highest possible standards.

|              | Raw Scan | Spotted Scan | Print Ready Scan | Suitable for Print Size |
|--------------|----------|--------------|------------------|-------------------------|
| 0 - 20 mb    | \$10.00  | \$16.50      | \$49.50          | 8x12"                   |
| 21 - 40 mb   | \$13.00  | \$25.00      | \$58.00          | 12x18"                  |
| 41 - 80 mb   | \$15.00  | \$45.00      | \$78.00          | 16x24"                  |
| 81 - 150 mb  | \$22.00  | \$55.00      | \$88.00          | 20x30"                  |
| 151 - 250 mb | \$30.00  | \$63.00      | \$96.00          | 30x40"                  |
| 251 - 350 mb | \$40.00  | \$73.00      | \$106.00         | 40x60"                  |
| 351 - 450 mb | \$50.00  | POA          | POA              | Large                   |

\*Add \$5.50 per CD(700mb) or \$16.50 per DVD(4.5GB)

\* Updated 09/05/11

# CALENDARS

iPhoto & CD

## CD CALENDARS - Available in a Lustre Finish

We currently offer two different types of calendars here at Fitzgeralds. The first being a CD Calendar, which offers small photo quality prints that you can design! We have templates available in both InDesign & Photoshop, so you can have people remembering you and your photographs all year round!

The calendars are 5.5 x 4.5" in size, and are provided within a standard CD case. If you are unable to design your calendar yourself, a design fee of \$30 will incur. Any additional photoshop work (special occasions, holidays etc. ) will be priced on application.

CD Calendars

**\$24.95ea.**

Extra Copies

**\$12.50ea.**

## iPHOTO CALENDARS - Available in standard 280gsm Paper Stock

The second option in our calendar range is the iPhoto calendar. Which is designed within the Mac program iPhoto. You can include calendar information from iCal, national holidays, and birthdays from the Birthday field in your Address Book. You can even drag pictures into the days of each month, to personalise birthdays and social events. Unfortunately these calendars are unable to be designed within Windows, and Fitzgeralds is unable to supply templates. For price information about design time, please see below.

The calendars are 8 x 10" in size and spiral bound for your convenience. If you are unable to design your calendar yourself, a design fee of \$30 will incur. Any additional photoshop work (special occasions, holidays etc. ) will be priced on application.

iPhoto Calendars

**\$27.95ea.**

Extra Copies

**\$13.95ea.**



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PHOTO IMAGING

# CANVAS COLLECTIONS

We're excited to introduce to you our new range of canvas collections. We know that there has been a real interest in making feature walls out of your fabulous photographs so we decided to put together some prices to make it much easier for you. We are also happy to announce the fact that if you do happen to purchase one of our canvas collections you will indeed be saving money! So why wouldn't you make a precious compilation of your favourite images to hang in your home?!



**9 UP - 10x10" Canvas'**

**\$675**

A saving of \$75



**9 UP - 12x15" Canvas'**

**\$715**

A saving of \$76



**12 UP - 12x12" Canvas'**

**\$950**

A saving of \$106



**4 UP - 15x15" Canvas'**

**\$356**

A saving of \$40



**Triptych - 16x20" Canvas'**

**\$338**

A saving of \$38



**Triptych - 16x24" Canvas'**

**\$428**

A saving of \$47

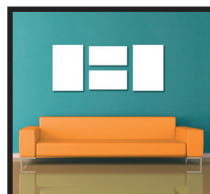


**Quad - 20x20" Canvas'**

**\$512**

A saving of \$57

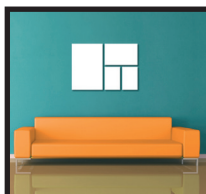
# CANVAS COLLECTIONS



**'Harmony'**  
2-16x24" & 2-10x20"

**\$461**

A saving of \$52



**'Showcase'**  
1-16x24", 1-11x17" & 2-8x12"

**\$355**

A saving of \$35



**'Bookends'**  
1-20x32" & 2-10x20"

**\$348**

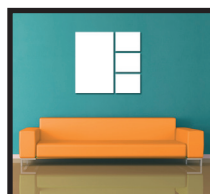
A saving of \$30



**'Trilogy'**  
2-16x20" & 1-20x30"

**\$388**

A saving of \$68



**'Elegance'**  
1-20x32" & 3-10x13"

**\$370**

A saving of \$75



**'Tres Chic'**  
1-24x30, 1-10x15" & 1-12x15"

**\$330**

A saving of \$38

Another great thing about our canvas collections is you have the opportunity to view your images as a canvas, within a variety of rooms. We have a bedroom, a chair space, living room, dining room, fireplace, kitchen and nursery to choose from. So you can see how big your canvas' will look within a room, and what images really go together as a collection. Just ask our friendly customer service staff to whip you up an example out the front and you will be surprised with your images hanging in a space together, looking amazing I'm sure!



above : an example of a Canvas Collection in the 'Chair Space'

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PHOTO IMAGING

# CANVAS

## Giclee Premium Canvas Prints

| Print Size        | Ready to Hang | With Profile Frame | From Neg or Slide |
|-------------------|---------------|--------------------|-------------------|
| <b>Full Frame</b> |               |                    |                   |
| 8x12"             | \$75.00       | \$132.00           | \$49.50           |
| 11x16.5"          | \$82.00       | \$152.00           | \$49.50           |
| 12x18"            | \$88.00       | \$165.00           | \$49.50           |
| 16x24"            | \$158.60      | \$255.60           | \$58.00           |
| 20x30"            | \$182.20      | \$294.20           | \$78.00           |
| 24x36"            | \$254.65      | \$381.65           | \$88.00           |
| 30x45"            | \$366.15      | \$531.15           | POA               |
| 40x60"            | \$539.25      | \$752.25           | POA               |
| 50x75"            | \$863.26      | \$1,124.25         | POA               |
| <b>Document</b>   |               |                    |                   |
| A3                | \$88.00       | \$165.00           | \$49.50           |
| A2                | \$169.70      | \$266.70           | \$58.00           |
| A1                | \$250.75      | \$377.75           | \$88.00           |
| A0                | \$446.20      | \$626.20           | POA               |
| <b>Cropped</b>    |               |                    |                   |
| 12x16"            | \$88.00       | \$165.00           | \$49.50           |
| 16x20"            | \$125.45      | \$216.45           | \$58.00           |
| 20x24"            | \$158.60      | \$262.60           | \$78.00           |
| 24x30"            | \$215.15      | \$334.15           | \$88.00           |
| 30x40"            | \$300.65      | \$449.65           | \$88.00           |
| <b>Panoramic</b>  |               |                    |                   |
| 7x20"             | \$93.00       | \$163.00           | \$58.00           |
| 10x30"            | \$128.15      | \$225.15           | \$78.00           |
| 12x40"            | \$162.20      | \$274.20           | \$88.00           |
| 17x50"            | \$268.45      | \$409.45           | POA               |
| 20x60"            | \$326.00      | \$491.00           | POA               |
| <b>Square</b>     |               |                    |                   |
| 10x10"            | \$75.00       | \$132.00           | \$49.50           |
| 12x12"            | \$88.00       | \$151.00           | \$49.50           |
| 15x15"            | \$99.00       | \$190.00           | \$58.00           |
| 16x16"            | \$99.00       | \$190.00           | \$58.00           |
| 18x18"            | \$133.95      | \$224.95           | \$78.00           |
| 20x20"            | \$142.30      | \$239.30           | \$78.00           |
| 24x24"            | \$215.15      | \$327.15           | \$88.00           |
| 40x40"            | \$375.15      | \$555.15           | POA               |
| 50x50"            | \$587.50      | \$800.50           | POA               |

..... All other sizes POA .....

\* A4 / Strip Sample Prints: \$20.00  
 \* Canvas Profile Frames in either Wide or Narrow Setting - colours available: Beech, Jarrah, Mocha, Black & Silver  
 \* From 'Neg/Slide' costs include a 'Print Ready' Imacon scan which can be burnt to CD at \$5.50

\*Updated 02/06/2011

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 PHOTO IMAGING

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# CARD

## Press Printing Series Print Specifications

Print single or double sided in full colour on 280gsm card.

Laminate is optional in either single or double sided. Which is then available in either matte or gloss; for a real professional finish.

|                | Front & Back Panel Size: | Prepare your file:                     |
|----------------|--------------------------|--|
| BUSINESS CARDS | 55 x 90mm                | 65 x 100mm (allows for a 5mm bleed)    |
| POST CARDS     | 105 x 148mm              | 115 x 158mm (allows for a 5mm bleed)   |
| BOOK MARKS     | 50 x 200mm               | 60 x 210mm (allows for a 5mm bleed)    |
| DL             | 100 x 210mm              | 110 x 220mm (allows for a 5mm bleed)   |
| A5             | 148.5 x 210mm            | 158.5 x 220mm (allows for a 5mm bleed) |
| TRIFOLD CARD   | 210 x 279.4mm            | 220 x 289.4mm (allows for a 5mm bleed) |

1. Provide files with a **5mm bleed** all the way around the document & supply fonts if possible.
2. We also recommend a 5mm margin. To ensure no loss of information during the trimming process, please do not place any critical information closer than 5mm from the crop edge of the document.
3. All files must have a colour profile embedded.  
If working in **RGB** please use sRGB IEC1966-2.1 or Adobe RGB 1998.  
If working in **CMYK** please use GRACol 206 (ISO 12647-2:2004) or Euroscale Coated v2.  
**Please avoid** using the default Photoshop option of US Web Coated (SWOP)v2 as this is designed for American printing.
4. Photoshop files can be submitted as jpegs, flattened tifs and psds at **300 dpi, 8 bit**.
5. InDesign files can be submitted, however please ensure that the file has been "packaged" through the preflight menu to include fonts, high-resolution images and graphics.
6. PDF files can also be submitted ensuring the file is exported or saved including document bleed.
7. We can provide templates for all your press printing needs. They are available in Photoshop or InDesign format, complete with bleeds, margins, crop & fold marks plus instructions. Please do not resize these templates.
8. Clients will be required to "sign off" on a proof for any design work prior to the job being printed. Once the proof has been approved Fitzgerald Photo Imaging accepts no responsibility.

\* Press printing produces a fantastic, consistent result for promotional and marketing material. Whilst we take as much care as possible with our colour management, it is important to understand that press printing has a smaller colour gamut than photographic printing and colours will appear slightly different.

# CARD

## PRESS PRINTING SERIES

With our card press printing series, make your business stand out with your own personal touch. Treat our blank template like a blank canvas and go wild with your designs for business cards, postcards, bookmarks, DL cards, A5 cards and Tri-Fold cards! Let your images do the talking!

### SINGLE SIDED

| Card Choice                        | Business Card<br>(5.5x9cm) | Post Card<br>(10x14cm) | Book Mark<br>(5x20cm) | DL Card<br>(9x13cm)  | A5 Card<br>(14x21cm) | Tri-fold Card<br>(21x27cm) |
|------------------------------------|----------------------------|------------------------|-----------------------|----------------------|----------------------|----------------------------|
| <b>50</b><br>with single laminate  | \$65.00<br>\$126.00        | \$65.00<br>\$126.00    | \$65.00<br>\$126.00   | \$65.00<br>\$126.00  | \$78.50<br>\$139.50  | \$132.50<br>\$193.50       |
| <b>100</b><br>with single laminate | \$65.00<br>\$126.00        | \$78.50<br>\$139.50    | \$65.00<br>\$126.00   | \$96.50<br>\$157.50  | \$132.50<br>\$193.50 | \$195.00<br>\$263.00       |
| <b>150</b><br>with single laminate | \$65.00<br>\$126.00        | \$105.50<br>\$166.50   | \$87.50<br>\$148.50   | \$132.50<br>\$193.50 | \$153.00<br>\$221.00 | \$282.50<br>\$355.50       |
| <b>200</b><br>with single laminate | \$65.00<br>\$126.00        | \$132.50<br>\$193.50   | \$110.00<br>\$171.00  | \$139.00<br>\$207.00 | \$195.00<br>\$263.00 | \$370.00<br>\$450.00       |
| <b>250</b><br>with single laminate | \$74.00<br>\$135.00        | \$132.00<br>\$200.00   | \$132.50<br>\$193.50  | \$167.00<br>\$235.00 | \$240.50<br>\$313.50 | \$332.50<br>\$417.50       |
| <b>500</b><br>with single laminate | \$128.00<br>\$189.00       | \$240.50<br>\$313.50   | \$195.00<br>\$263.00  | \$314.00<br>\$394.00 | \$332.50<br>\$417.50 | \$520.00<br>\$634.00       |

### DOUBLE SIDED

| Card Choice                        | Business Card<br>(5.5x9cm) | Post Card<br>(10x14cm) | Book Mark<br>(5x20cm) | DL Card<br>(9x13cm)  | A5 Card<br>(14x21cm) | Tri-fold Card<br>(21x27cm) |
|------------------------------------|----------------------------|------------------------|-----------------------|----------------------|----------------------|----------------------------|
| <b>50</b><br>with double laminate  | \$70.00<br>\$131.00        | \$70.00<br>\$131.00    | \$70.00<br>\$131.00   | \$70.00<br>\$131.00  | \$85.00<br>\$153.00  | \$145.00<br>\$213.00       |
| <b>100</b><br>with double laminate | \$70.00<br>\$131.00        | \$85.00<br>\$153.00    | \$70.00<br>\$131.00   | \$105.00<br>\$173.00 | \$145.00<br>\$213.00 | \$220.00<br>\$300.00       |
| <b>150</b><br>with double laminate | \$70.00<br>\$131.00        | \$115.00<br>\$183.00   | \$95.00<br>\$163.00   | \$145.00<br>\$213.00 | \$172.00<br>\$252.00 | \$320.00<br>\$410.00       |
| <b>200</b><br>with double laminate | \$70.00<br>\$131.00        | \$145.00<br>\$213.00   | \$120.00<br>\$188.00  | \$156.00<br>\$229.00 | \$220.00<br>\$300.00 | \$420.00<br>\$522.00       |
| <b>250</b><br>with double laminate | \$80.00<br>\$141.00        | \$148.00<br>\$221.00   | \$145.00<br>\$213.00  | \$188.00<br>\$268.00 | \$272.00<br>\$362.00 | \$395.00<br>\$509.00       |
| <b>500</b><br>with double laminate | \$140.00<br>\$208.00       | \$272.00<br>\$362.00   | \$220.00<br>\$300.00  | \$356.00<br>\$453.00 | \$395.00<br>\$509.00 | \$645.00<br>\$817.00       |

\* For all other quantities we will happily quote for you  
\* Prices based on the same design for each card.  
\* All sizes are approximate, templates for both photoshop & indesign are available



Available in four sizes - printed single or double sided in full colour on 280 gsm card. Laminate is optional in either single or double sided. Laminate available in matte or gloss, for a real professional finish. Crisp white envelopes are also available for each size.

|                      | Total Print Area: | Prepare your file:                 |
|----------------------|-------------------|------------------------------------|
| <b>SMALL SQUARE</b>  | 190mm x 95mm      | 200 x 105mm (allows for 5mm bleed) |
| <b>MEDIUM SQUARE</b> | 250mm x 125mm     | 260 x 135mm (allows for 5mm bleed) |
| <b>SMALL RECT.</b>   | 180mm x 130mm     | 190 x 140mm (allows for 5mm bleed) |
| <b>MEDIUM RECT.</b>  | 300mm x 100mm     | 310 x 110mm (allows for 5mm bleed) |

1. Provide files with a **5mm bleed** all the way around the document & supply fonts if possible.
2. We also recommend a 5mm margin. To ensure no loss of information during the trimming process, please do not place any critical information closer than 5mm from the crop edge of the document.
3. All files must have a colour profile embedded. If working in **RGB** please use sRGB IEC1966-2.1 or Adobe RGB 1998. If working in **CMYK** please use GRACol 206 (ISO 12647-2:2004) or Euroscale Coated v2. **Please avoid** using the default Photoshop option of US Web Coated (SWOP)v2 as this is designed for American printing.
4. Photoshop files can be submitted as jpegs, flattened tifs and psds at **300 dpi, 8 bit**.
5. InDesign files can be submitted, however please ensure that the file has been "packaged" through the preflight menu to include fonts, high-resolution images and graphics.
6. PDF files can also be submitted ensuring the file is exported or saved including document bleed.
7. We can provide templates for all your press printing needs. They are available in Photoshop or InDesign format, complete with bleeds, margins, crop & fold marks plus instructions. Please do not resize these templates.
8. Clients will be required to "sign off" on a proof for any design work prior to the job being printed. Once the proof has been approved Fitzgerald Photo Imaging accepts no responsibility.

\* Press printing produces a fantastic, consistent result for promotional and marketing material. Whilst we take as much care as possible with our colour management, it is important to understand that press printing has a smaller colour gamut than photographic printing and colours will appear slightly different.

# CARDS

## Folded Series

The possibilities are now endless for putting your personal touch on our new range of folded greeting cards. Make your Promotional, Greeting, Christmas, Thank You and Announcement cards stand out from the rest with the ability to design your own! Available in 4 sizes, with a choice to laminate in either gloss or matte finish, and crisp white envelopes also available. The power is in your hands to create a Hallmark worthy masterpiece!

### SINGLE SIDED

| Card Choice                       | Square Small         | Square Med.          | Rect. Small          | Rect. Med.           | With Envelopes |
|-----------------------------------|----------------------|----------------------|----------------------|----------------------|----------------|
| Font Panel                        | (9.5x9.5cm)          | (12.5x12.5cm)        | (9x13cm)             | (10x15cm)            |                |
| <b>50</b><br>with single laminate | \$65.00<br>\$126.00  | \$65.00<br>\$126.00  | \$78.50<br>\$139.50  | \$78.50<br>\$139.50  | \$25.00        |
| <b>100</b><br>inc single laminate | \$96.50<br>\$157.50  | \$96.50<br>\$157.50  | \$132.50<br>\$193.50 | \$132.50<br>\$193.50 | \$50.00        |
| <b>150</b><br>inc single laminate | \$132.50<br>\$193.50 | \$132.50<br>\$193.50 | \$153.00<br>\$221.00 | \$153.00<br>\$221.00 | \$75.00        |
| <b>200</b><br>inc single laminate | \$139.00<br>\$207.00 | \$139.00<br>\$207.00 | \$195.00<br>\$263.00 | \$195.00<br>\$263.00 | \$100.00       |
| <b>250</b><br>inc single laminate | \$167.00<br>\$235.00 | \$167.00<br>\$235.00 | \$240.50<br>\$313.50 | \$240.50<br>\$313.50 | \$125.00       |

### DOUBLE SIDED

| Card Choice                       | Square Small         | Square Med.          | Rect. Small          | Rect. Med.           | With Envelopes |
|-----------------------------------|----------------------|----------------------|----------------------|----------------------|----------------|
| Font Panel                        | (9.5x9.5cm)          | (12.5x12.5cm)        | (9x13cm)             | (10x15cm)            |                |
| <b>50</b><br>inc single laminate  | \$70.00<br>\$131.00  | \$70.00<br>\$131.00  | \$85.00<br>\$146.00  | \$85.00<br>\$146.00  | \$25.00        |
| <b>100</b><br>inc single laminate | \$105.00<br>\$166.00 | \$105.00<br>\$166.00 | \$145.00<br>\$206.00 | \$145.00<br>\$206.00 | \$50.00        |
| <b>150</b><br>inc single laminate | \$145.00<br>\$206.00 | \$145.00<br>\$206.00 | \$172.00<br>\$240.00 | \$172.00<br>\$240.00 | \$75.00        |
| <b>200</b><br>inc single laminate | \$156.00<br>\$224.00 | \$156.00<br>\$224.00 | \$220.00<br>\$288.00 | \$220.00<br>\$288.00 | \$100.00       |
| <b>250</b><br>inc single laminate | \$188.00<br>\$256.00 | \$188.00<br>\$256.00 | \$272.00<br>\$345.00 | \$272.00<br>\$345.00 | \$125.00       |

\* For premium papers please add an additional 20% to prices above

\* For all other quantities we will happily quote for you

\* Prices based on the same design for each card.

\* All sizes are approximate, templates for both photoshop & indesign are available

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# CARD

## Press Printing Series Print Specifications

Print single or double sided in full colour on 280gsm card.

Laminate is optional in either single or double sided. Which is then available in either matte or gloss; for a real professional finish.

|                       | Front & Back Panel Size: | Prepare your file:            |
|-----------------------|--------------------------|-------------------------------|
| <b>BUSINESS CARDS</b> | 55 x 90mm                | 65 x 100mm (for a 5mm bleed)  |
| <b>POST CARDS</b>     | 105 x 148mm              | 115 x 158mm (for a 5mm bleed) |
| <b>DL</b>             | 110 x 220mm              | 120 x 230mm (for a 5mm bleed) |
| <b>A5</b>             | 148 x 210mm              | 158 x 220mm (for a 5mm bleed) |
| <b>SQUARE</b>         | 125 x 125mm              | 135 x 135mm (for a 5mm bleed) |

1. Provide files with a **5mm bleed** all the way around the document & supply fonts if possible.
2. We also recommend a 5mm margin. To ensure no loss of information during the trimming process, please do not place any critical information closer than 5mm from the crop edge of the document.
3. All files must have a colour profile embedded.  
If working in **RGB** please use sRGB IEC1966-2.1 or Adobe RGB 1998.  
If working in **CMYK** please use GRACol 206 (ISO 12647-2:2004) or Euroscale Coated v2.  
**Please avoid** using the default Photoshop option of US Web Coated (SWOP)v2 as this is designed for American printing.
4. Photoshop files can be submitted as jpegs, flattened tifs and psds at **300 dpi, 8 bit**.
5. InDesign files can be submitted, however please ensure that the file has been "packaged" through the preflight menu to include fonts, high-resolution images and graphics.
6. PDF files can also be submitted ensuring the file is exported or saved including document bleed.
7. We can provide templates for all your press printing needs. They are available in Photoshop or InDesign format, complete with bleeds, margins, crop & fold marks plus instructions. Please do not resize these templates.
8. Clients will be required to "sign off" on a proof for any design work prior to the job being printed. Once the proof has been approved Fitzgerald Photo Imaging accepts no responsibility.

\* Press printing produces a fantastic, consistent result for promotional and marketing material. Whilst we take as much care as possible with our colour management, it is important to understand that press printing has a smaller colour gamut than photographic printing and colours will appear slightly different.

# CARD

## PRESS PRINTING SERIES

With our card press printing series, make your business stand out with your own personal touch. Treat our blank template like a blank canvas and go wild with your designs for business cards, postcards, bookmarks, DL cards, A5 cards and Tri-Fold cards! Let your images do the talking!

### SINGLE SIDED

#### Card Choice

|                      | <b>Business Card</b><br>(5.5x9cm) | <b>Post Card</b><br>(10x14cm) | <b>DL Card</b><br>(11x22cm) | <b>A5 Card</b><br>(14x21cm) | <b>Square Card</b><br>(12.5x12.5cm) |
|----------------------|-----------------------------------|-------------------------------|-----------------------------|-----------------------------|-------------------------------------|
| <b>50</b>            | \$65.00                           | \$65.00                       | \$65.00                     | \$78.50                     | \$65.00                             |
| with single laminate | \$126.00                          | \$126.00                      | \$126.00                    | \$139.50                    | \$126.00                            |
| <b>100</b>           | \$65.00                           | \$78.50                       | \$96.50                     | \$132.50                    | \$96.50                             |
| with single laminate | \$126.00                          | \$139.50                      | \$157.50                    | \$193.50                    | \$157.50                            |
| <b>150</b>           | \$65.00                           | \$105.50                      | \$132.50                    | \$153.00                    | \$132.50                            |
| with single laminate | \$126.00                          | \$166.50                      | \$193.50                    | \$221.00                    | \$193.50                            |
| <b>200</b>           | \$65.00                           | \$132.50                      | \$139.00                    | \$195.00                    | \$139.00                            |
| with single laminate | \$126.00                          | \$193.50                      | \$207.00                    | \$263.00                    | \$207.00                            |
| <b>250</b>           | \$74.00                           | \$132.00                      | \$167.00                    | \$240.50                    | \$167.00                            |
| with single laminate | \$135.00                          | \$200.00                      | \$235.00                    | \$313.50                    | \$235.00                            |
| <b>500</b>           | \$128.00                          | \$240.50                      | \$314.00                    | \$332.50                    | \$314.00                            |
| with single laminate | \$189.00                          | \$313.50                      | \$394.00                    | \$417.50                    | \$394.00                            |

### DOUBLE SIDED

#### Card Choice

|                      | <b>Business Card</b><br>(5.5x9cm) | <b>Post Card</b><br>(10x14cm) | <b>DL Card</b><br>(11x22cm) | <b>A5 Card</b><br>(14x21cm) | <b>Square Card</b><br>(12.5x12.5cm) |
|----------------------|-----------------------------------|-------------------------------|-----------------------------|-----------------------------|-------------------------------------|
| <b>50</b>            | \$70.00                           | \$70.00                       | \$70.00                     | \$85.00                     | \$70.00                             |
| with double laminate | \$131.00                          | \$131.00                      | \$131.00                    | \$153.00                    | \$131.00                            |
| <b>100</b>           | \$70.00                           | \$85.00                       | \$105.00                    | \$145.00                    | \$105.00                            |
| with double laminate | \$131.00                          | \$153.00                      | \$173.00                    | \$213.00                    | \$173.00                            |
| <b>150</b>           | \$70.00                           | \$115.00                      | \$145.00                    | \$172.00                    | \$145.00                            |
| with double laminate | \$131.00                          | \$183.00                      | \$213.00                    | \$252.00                    | \$213.00                            |
| <b>200</b>           | \$70.00                           | \$145.00                      | \$156.00                    | \$220.00                    | \$156.00                            |
| with double laminate | \$131.00                          | \$213.00                      | \$229.00                    | \$300.00                    | \$229.00                            |
| <b>250</b>           | \$80.00                           | \$148.00                      | \$188.00                    | \$272.00                    | \$188.00                            |
| with double laminate | \$141.00                          | \$221.00                      | \$268.00                    | \$362.00                    | \$268.00                            |
| <b>500</b>           | \$140.00                          | \$272.00                      | \$356.00                    | \$395.00                    | \$356.00                            |
| with double laminate | \$208.00                          | \$362.00                      | \$453.00                    | \$509.00                    | \$453.00                            |

\* For premium papers please add an additional 20% to prices above

\* For all other quantities we will happily quote for you

\* Prices based on the same design for each card.

\* All sizes are approximate, templates for both photoshop & indesign are available

**fitzgerald**  
P H O T O I M A G I N G

# FRAMING

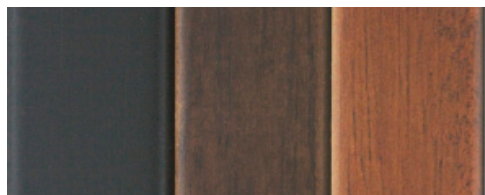
Custom

Exclusive custom frames made to order using the best Archival Materials. Why bother with the hassle of taking your prints to a framer when we can now do it all here for you!  
Available in a choice of Classic and Deluxe mouldings in a carefully selected range of colours. Prices include complete assembly and mounting of print.

| Print Size<br>Dimen. | + Matt     | Classic<br>Clear | Non<br>Refl. | Deluxe<br>Clear | Non<br>Refl. |
|----------------------|------------|------------------|--------------|-----------------|--------------|
| 6x4"                 | 5/6 cm     | \$63.00          | \$83.00      | \$75.00         | \$99.00      |
| 5x7.5"               | 5/6 cm     | \$63.00          | \$83.00      | \$75.00         | \$99.00      |
| 6x9"                 | 5/6 cm     | \$63.00          | \$83.00      | \$75.00         | \$99.00      |
| 8x10"                | 5/6 cm     | \$63.00          | \$83.00      | \$75.00         | \$99.00      |
| 8x12"                | 5/6 cm     | \$72.00          | \$98.00      | \$85.00         | \$114.00     |
| 10x12"               | 5/6 cm     | \$72.00          | \$98.00      | \$85.00         | \$114.00     |
| 12x12"               | 5/6 cm     | \$83.00          | \$114.00     | \$99.00         | \$134.00     |
| 11x14"               | 5.5/6.5 cm | \$83.00          | \$114.00     | \$99.00         | \$134.00     |
| 11x16.5"             | 5.5/6.5 cm | \$95.00          | \$134.00     | \$112.00        | \$155.00     |
| 12x16"               | 6/7 cm     | \$95.00          | \$134.00     | \$112.00        | \$155.00     |
| 12x18"               | 6/7 cm     | \$138.00         | \$194.00     | \$163.00        | \$224.00     |
| 7x20"                | 8/9cm      | \$138.00         | \$194.00     | \$163.00        | \$224.00     |
| 16x20"               | 7/8 cm     | \$138.00         | \$194.00     | \$163.00        | \$224.00     |
| 20x20"               | 7/8 cm     | \$165.00         | \$237.00     | \$197.00        | \$277.00     |
| 16x24"               | 7/8 cm     | \$165.00         | \$237.00     | \$197.00        | \$277.00     |
| 20x24"               | 8/9 cm     | \$165.00         | \$237.00     | \$197.00        | \$277.00     |
| 10x30"               | 9/10cm     | \$165.00         | \$237.00     | \$197.00        | \$277.00     |
| 24x24"               | 8/9 cm     | \$207.00         | \$313.00     | \$238.00        | \$352.00     |
| 20x30"               | 8/9 cm     | \$207.00         | \$313.00     | \$238.00        | \$352.00     |
| 24x30"               | 8/9cm      | \$207.00         | \$313.00     | \$238.00        | \$352.00     |

Matt Dimensions listed are just a recommendation. Dimensions can be fully customised. We will happily quote you for any other sizes & dimensions not listed.

Classic & Deluxe Range : Black, White, Gold, Silver, Jarrah, Champagne & Mocha



# DIGITAL PRINTS

For bigger sizes please refer to our 'Fine Art Printing' prices. Images up to 12x18" only can be printed with file names on the reverse, this backprint can be customised to photographers names and relevant details. As an ICC (International Colour Consortium) colour managed laboratory we guarantee consistent colour, density, contrast, saturation and sharpness.

| Print Size        | Gloss / Lustre | Metallic | FujiFlex |
|-------------------|----------------|----------|----------|
| <b>Full Frame</b> |                |          |          |
| 5x3.5"            | \$0.95         | \$2.20   | -        |
| 6x4"              | \$1.10         | \$2.20   | -        |
| 5x7.5"            | \$2.10         | \$3.75   | -        |
| 6x9"              | \$2.75         | \$3.75   | -        |
| 8x12"             | \$6.00         | \$7.50   | \$25.00  |
| 11x16.5"          | \$12.65        | \$16.50  | \$31.50  |
| 12x18"            | \$12.65        | \$16.50  | \$31.50  |
| 16x24"            | \$37.50        | \$44.00  | \$36.00  |
| 20x30"            | \$37.50        | \$44.00  | \$55.00  |

|                 |         |         |         |
|-----------------|---------|---------|---------|
| <b>Document</b> |         |         |         |
| A5              | \$2.75  | \$3.75  | -       |
| A4              | \$7.50  | \$9.00  | \$25.00 |
| A3              | \$12.65 | \$16.50 | \$31.50 |
| A2              | \$37.50 | \$44.00 | -       |

|                |         |         |         |
|----------------|---------|---------|---------|
| <b>Cropped</b> |         |         |         |
| 4x5" or 4.5x6" | \$1.10  | \$2.20  | -       |
| 5x7"           | \$2.10  | \$3.75  | -       |
| 6x8"           | \$2.75  | \$3.75  | -       |
| 8x10"          | \$6.00  | \$7.50  | \$25.00 |
| 10x12"         | \$8.90  | \$11.00 | \$30.00 |
| 11x14"         | \$12.65 | \$16.50 | \$31.50 |
| 12x16"         | \$12.65 | \$16.50 | \$31.50 |
| 12x20"         | \$18.00 | \$21.75 | \$31.50 |
| 16x20"         | \$28.00 | \$40.00 | \$36.00 |
| 20x24"         | \$37.50 | \$44.00 | \$55.00 |

|                  |         |         |         |
|------------------|---------|---------|---------|
| <b>Panoramic</b> |         |         |         |
| 7x20"            | \$18.00 | \$21.75 | \$31.50 |
| 10x30"           | \$37.50 | \$44.00 | \$55.00 |

|               |         |         |         |
|---------------|---------|---------|---------|
| <b>Square</b> |         |         |         |
| 5x5"          | \$2.10  | \$3.75  | -       |
| 8x8"          | \$6.00  | \$7.50  | -       |
| 12x12"        | \$12.65 | \$17.50 | \$31.50 |
| 20x20"        | \$37.50 | \$44.00 | \$55.00 |

\* A discounted price of 49c available on 50+ orders of regular 5x3.5" & 6x4" and 75c for 100+ orders of metallic 5x3.5" & 6x4"

\* Minimum order of \$50 with FujiFlex printing

\*Updated 20/04/11

fitzgerald  
PHOTO IMAGING

# DIGITAL SERVICES

## COLOUR CORRECTING & FILE CONVERSIONS

Files are corrected to a high even standard suitable for proofing up to 12x18" producing professional looking images. Corrected files can be saved to CD or DVD. Files can then be returned for repeatable results or further corrected according to photographer's specific preferences.

|  |  |
|--|--|
| <b>RAW File Conversion</b>                   | \$1.50 per image                                     |
| <b>Volume RAW Conversions</b>                | \$0.30 per image on quantities of 150 images or more |
| <b>JPG Colour Corrections</b>                | \$0.50 per image                                     |
| <b>Volume JPG Corrections</b>                | \$0.30 per image on quantities of 150 images or more |
| <b>CMYK - RGB Conversions</b>                | \$5.50 per image                                     |
| <b>PDF, InDesign, Illustrator to Tif/Jpg</b> | \$11.00 per image                                    |

Corrected files saved to CD \$5.50 or \$16.50 saved to DVD

## DIGITAL RETOUCHING AND MANIPULATION

|                                |           |
|--------------------------------|-----------|
| <b>Retoucher per 10 mins :</b> | @ \$16.50 |
|--------------------------------|-----------|

Includes the following :

file preparation, artwork and restoration, layouts, adding text to images, resizing files, preparing images for web, emailing.

## COMPUTER CALIBRATION, SETUP AND PROFILING SERVICES

|   |                      |          |
|---|----------------------|----------|
| <b>Monitor Profiling and System Set Up:</b> | Perth Metro Area     | \$110.00 |
|   | Other Locations      | POA      |
| <b>Inkjet Printer Profiling</b>             | \$150.00 per profile |          |

## CONTACT / PROOF SHEETS

Contact Sheets can be customised with logos, coloured backgrounds and/or specific text and are available from digital media including CD, DVD, Zip, memory cards or via our Web Courier service. Please supply images in folders according to number of images per sheet, numbered sequentially with same amount of digits and sized no larger than 6x4" @ 300dpi.

10x12" proof sheets are also available supplied bound in an album - see Digital Proof Albums.

|               | 1-5     | 5-9     | 10+    |
|---------------|---------|---------|--------|
| <b>8x12"</b>  | \$7.00  | \$5.50  | \$4.50 |
| <b>10x12"</b> | \$11.00 | \$8.50  | \$5.50 |
| <b>12x18"</b> | \$15.00 | \$11.00 | \$9.50 |

# DISPLAY

PRINTING

**PVC FREE WALL PAPER** - With strong vivid colours high-definition detail and an ultra smooth finish, our wall paper option is a great way to characterise spaces within your home or workplace.

> 54in @ \$49.00 per Square metre

**WINDOW GRAPHICS - OUTDOOR RATED** - With one side allowing you to have a clear unobstructed view outside and the other side providing stunningly clear graphics. Window Graphic is perfect for outdoor advertising and window decals.

> 1067mm @ \$98.00 per Lineal metre

> 1370mm @ \$112.00 per Lineal metre

**SIGNAGE VINYL - OUTDOOR RATED** - With our ultra-smooth banner vinyl giving you the opportunity to print bright and vibrant colours for outdoor use, all whilst remaining colourfast and durable. This is a presentation quality vinyl that works perfectly at advertising your business.

> 914mm @ \$58.00 per Lineal metre

> 1372mm @ \$68.00 per Lineal metre

> 1520mm @ \$78.00 per Lineal metre

**SELF ADHESIVE VINYL (SAV) - OUTDOOR RATED - unlaminated** - With a pressure sensitive adhesive that allows you to stick it down where you want it and remove it when you need to. Our adhesive vinyl sticks without peeling or cracking and provides you with a white matte finish.

> 1067mm @ \$58.00 per Lineal metre

> 1372mm @ \$74.00 per Lineal metre

> 1520mm @ \$88.00 per Lineal metre

**SELF ADHESIVE VINYL (SAV) - OUTDOOR RATED - laminated**

> 1067mm @ \$80.00 per Lineal metre

> 1372mm @ \$98.00 per Lineal metre

> 1520mm @ 110.00 per Lineal metre

**BACKLIT TRANSPARENCY** - Our backlit transparency is perfect for Light Boxes and Menu Boards. Famous for its excellent reproduction of fine digital detail in the brightest of colors, it has also been used by Artists to display their work in an eye catching individual way.

> 1270mm @ \$99.00 per Lineal metre

**TEXTILE ECO DISPLAY FABRIC** - With our beautiful lightweight Display Fabric giving you the chance to advertise your business at your shop front, whilst still letting light stream through indoors. It's the perfect option for little boutiques that don't have the space for the more common banners.

> 1520mm @ \$78.00 per Lineal metre



# DISPLAY

## BANNER STANDS

Our display banners allow you to advertise with ease, all whilst maintaining a high standard of print quality in the presentation of your business. Banners are printed on our high quality vinyl, that allows colour and tone to be accurately presented. Whilst stands are completely free standing and portable, you have the option of reusing them in the future with different designs.

### Option 1 : X-Frame Stand

Size: 60cm x 180cm  
Surface: Banner Vinyl  
Price: 1 Off - \$110.00ea.  
2+ - \$99.00ea.  
(ALL inclusive of vinyl print, stand & carry bag)



### Option 2 : L-Frame Stand

Size: 90cm x 200cm  
Surface: Banner Vinyl  
Price: 1 Off - \$165.00ea.  
2+ - \$149.00ea.  
( ALL inclusive of vinyl print, stand & carry bag)



### Option 3 : Pull Up Banner

Size: 85cm x 200cm  
Surface: Banner Vinyl  
Price: 1 Off - \$198.00  
2+ - \$179.00ea.  
( ALL inclusive of vinyl print, stand & carry bag)



### Option 4 : Extra Large Pull Up Banner

Size: 120 x 220cm  
Surface: Banner Vinyl  
Price: 1 Off - \$329.00  
2+ - \$299.00 ea.  
( ALL inclusive of vinyl print, stand & carry bag)

#### Specifications:

1. Artwork is to be supplied.
2. Graphic design, layout & artwork available at additional costs.
3. Files can be supplied as RGB, 8 bit PSD, Tiff or Jpeg files at 300 dpi.
4. Ensure ICC profile is embedded.

# DUST JACKETS

Please supply completed dust jacket layout using template provided.

An extra \$20 layout/design fee will apply if Fitzgerald's are required to design the dust jacket.

All A4 Standard Books include a dust jacket.

Premium Books are available with dust jacket at extra cost (see price list).

Dust jacket templates available for all sizes on request.

1. Use the template as a guide in designing the dust jacket.
2. Guides are included for possible layout options, but please feel free to design your own ensuring trim lines & folding marks are adhered to.
3. Do not resize the dust jacket as it will not fit the books.
4. Place all info required on the dust jacket to be inside the solid black line as this is where the dust jacket will be trimmed.
5. Make sure the black line is still visible so dust jacket can be trimmed to correct size.
6. Erase all grey background text & any other info which you do not wish to appear on dust jacket.
7. Supply dust jackets as jpeg, tif or psd files at 250dpi.

# FILM PRINTING

For prints reproduced from Colour, B&W negatives and Slides. All prints will be individually colour, density and contrast corrected where applicable.

For custom cropping, colour matching burning, dodging, soft focus or basic digital retouching, please see custom pricing. Specific instructions and/or samples will need to be supplied where required so we can match it to the best of our abilities.

|                   | Colour & B&W Neg |          | Slide            |          | Custom           |          |
|-------------------|------------------|----------|------------------|----------|------------------|----------|
| Print Size        | Gloss/<br>Lustre | Metallic | Gloss/<br>Lustre | Metallic | Gloss/<br>Lustre | Metallic |
| <b>Full Frame</b> |                  |          |                  |          |                  |          |
| 5x3.5"            | \$2.10           | -        | -                | -        | -                | -        |
| 6x4"              | \$2.50           | \$4.50   | \$4.10           | \$6.10   | \$8.80           | \$9.90   |
| 5x7.5"            | \$4.10           | \$6.90   | \$6.90           | \$8.00   | \$16.50          | \$18.00  |
| 6x9"              | \$4.50           | \$6.90   | \$6.90           | \$8.00   | \$16.50          | \$18.00  |
| 8x12"             | \$8.80           | \$12.00  | \$12.00          | \$12.00  | \$22.00          | \$24.00  |
| 11x16.5"          | \$19.50          | \$24.00  | -                | -        | \$33.00          | \$35.00  |
| 12x18"            | \$19.50          | \$24.00  | -                | -        | \$33.00          | \$35.00  |
| 16x24"            | -                | -        | -                | -        | \$62.50          | \$69.00  |
| 20x30"            | -                | -        | -                | -        | \$82.50          | \$89.00  |

|                 |         |         |         |         |         |         |
|-----------------|---------|---------|---------|---------|---------|---------|
| <b>Document</b> |         |         |         |         |         |         |
| A5              | \$4.50  | \$6.90  | \$6.90  | \$8.00  | \$16.50 | \$18.00 |
| A4              | \$8.80  | \$12.00 | \$12.00 | \$12.00 | \$22.00 | \$24.00 |
| A3              | \$19.50 | \$24.00 | -       | -       | \$33.00 | \$35.00 |
| A2              | -       | -       | -       | -       | \$62.50 | \$69.00 |

|                 |         |         |         |         |         |         |
|-----------------|---------|---------|---------|---------|---------|---------|
| <b>Non 35mm</b> |         |         |         |         |         |         |
| 4x5" or 4.5x6"  | \$2.50  | \$4.50  | \$4.10  | \$6.10  | \$8.80  | \$9.90  |
| 5x7"            | \$4.10  | \$6.90  | \$6.90  | \$8.00  | \$16.50 | \$18.00 |
| 6x8"            | \$4.50  | \$6.90  | \$6.90  | \$8.00  | \$16.50 | \$18.00 |
| 8x10"           | \$8.80  | \$12.00 | \$12.00 | \$12.00 | \$22.00 | \$24.00 |
| 11x14"          | \$19.50 | \$24.00 | -       | -       | \$33.00 | \$35.00 |
| 12x16"          | \$19.50 | \$24.00 | -       | -       | \$33.00 | \$35.00 |
| 12x20"          | -       | -       | -       | -       | \$43.00 | \$46.75 |
| 16x20"          | -       | -       | -       | -       | \$62.50 | \$69.00 |
| 20x24"          | -       | -       | -       | -       | \$82.50 | \$89.00 |

|                  |   |   |   |   |         |         |
|------------------|---|---|---|---|---------|---------|
| <b>Panoramic</b> |   |   |   |   |         |         |
| 7x20"            | - | - | - | - | \$43.00 | \$46.75 |
| 10x30"           | - | - | - | - | \$82.50 | \$89.00 |

|               |         |         |         |         |         |         |
|---------------|---------|---------|---------|---------|---------|---------|
| <b>Square</b> |         |         |         |         |         |         |
| 5x5"          | \$2.50  | \$4.50  | \$4.10  | \$6.10  | \$8.80  | \$9.90  |
| 8x8"          | \$8.80  | \$12.00 | \$12.00 | \$12.00 | \$22.00 | \$24.00 |
| 12x12"        | \$19.50 | \$24.00 | -       | -       | \$33.00 | \$35.00 |
| 20x20"        | -       | -       | -       | -       | \$82.50 | \$89.00 |

\*Negatives and Slides with excessive retouching (more than 15 mins) will incur additional charges of \$16.50 per 10 minutes or part thereof.

# FILM SERVICES

For films printed onto colour paper, all photos are individually colour and density corrected (with black & white film being only density checked). Where possible we have the negative number printed on the reverse of the image. For quality monitored film developing, strict chemical control processes are maintained to the highest professional standards. Films can either be sleeved in plastic archival sheets suitable for filing or left uncut.

| Film Type | Dev. Only | Dev & High Res Scan | Dev & Print 6x4/5x5 | Dev, High Res Scan & Print 6x4/5x5 |
|-----------|-----------|---------------------|---------------------|------------------------------------|
|-----------|-----------|---------------------|---------------------|------------------------------------|

## Colour

|                      |        |         |         |         |
|----------------------|--------|---------|---------|---------|
| 24 exp 35mm or 120mm | \$5.70 | \$15.60 | \$16.90 | \$26.85 |
|----------------------|--------|---------|---------|---------|

|             |        |         |         |         |
|-------------|--------|---------|---------|---------|
| 36 exp 35mm | \$5.70 | \$15.60 | \$19.80 | \$29.75 |
|-------------|--------|---------|---------|---------|

## Black & White

|                      |         |         |         |         |
|----------------------|---------|---------|---------|---------|
| 24 exp 35mm or 120mm | \$12.95 | \$25.60 | \$24.15 | \$40.65 |
|----------------------|---------|---------|---------|---------|

|            |         |         |         |         |
|------------|---------|---------|---------|---------|
| 36exp 35mm | \$12.95 | \$25.60 | \$27.05 | \$45.65 |
|------------|---------|---------|---------|---------|

## Slide

|                     |         |         |         |         |
|---------------------|---------|---------|---------|---------|
| 24exp 35mm or 120mm | \$12.95 | \$25.60 | \$35.95 | \$44.35 |
|---------------------|---------|---------|---------|---------|

|            |         |         |         |         |
|------------|---------|---------|---------|---------|
| 36exp 35mm | \$12.95 | \$25.60 | \$38.65 | \$47.60 |
|------------|---------|---------|---------|---------|

\* For **doubles** please add 50% to prices above

\*\* For **slide mounting**, please add \$4.75 for a 24exp and \$6.95 for a 36 exposure

| Contact Sheets | 8"x12" | 10"x12" | 12"x18" |
|----------------|--------|---------|---------|
|----------------|--------|---------|---------|

|                      |         |         |         |
|----------------------|---------|---------|---------|
| From Colour Negative | \$13.40 | \$15.70 | \$22.95 |
| + High Res Roll Scan | \$22.95 | \$25.80 | \$29.80 |

|                             |         |         |         |
|-----------------------------|---------|---------|---------|
| From Black & White Negative | \$18.60 | \$20.90 | \$28.20 |
| + High Res Scan             | \$28.20 | \$33.30 | \$35.00 |

|                     |         |         |         |
|---------------------|---------|---------|---------|
| From Slide Positive | \$18.60 | \$20.90 | \$28.20 |
| + High Res Scan     | \$28.70 | \$33.30 | \$35.00 |

\*Add \$5.50 Burn to CD or \$16.50 for a DVD

\*\*Film taken on Lomography cameras please add an additional \$10 to prices above

# FINE ART PRINTS

GICLEE

The French word Giclee (pronounces jee-clay) means to spray or squirt. Suitable for Art Reproductions and Limited Edition Prints, Giclee prints are widely accepted in the world's finest museums and galleries as a true fine art medium, as it is archival 75+ years. Our Giclee process uses advanced 2880dpi printing technology to apply archival Ultra Chrome pigment ink onto the chosen media. The Giclee printing process provides excellent colour accuracy with a quality that rivals traditional silver-halide and gelatin printing processes.

| Paper Type        | Lustre, Gloss or Metallic | Fine Art | Ultra Gloss | Gold Fibre Silk |
|-------------------|---------------------------|----------|-------------|-----------------|
| <b>Full Frame</b> |                           |          |             |                 |
| 12x18"            | \$19.80                   | \$38.50  | \$38.50     | \$38.50         |
| 16x24"            | \$39.60                   | \$71.00  | \$71.00     | \$71.00         |
| 20x30"            | \$49.50                   | \$89.00  | \$89.00     | \$89.00         |
| 30x45"            | \$111.40                  | \$245.00 | \$245.00    | n/a             |
| 40x60"            | \$181.50                  | \$326.70 | \$326.70    | n/a             |
| <b>Cropped</b>    |                           |          |             |                 |
| 12x16"            | \$19.80                   | \$38.50  | \$38.50     | \$38.50         |
| 16x20"            | \$28.05                   | \$47.50  | \$47.50     | \$47.50         |
| 20x24"            | \$39.60                   | \$71.00  | \$71.00     | \$71.00         |
| 24x30"            | \$69.00                   | \$130.00 | \$130.00    | n/a             |
| 30x40"            | \$99.00                   | \$163.00 | \$163.00    | n/a             |
| <b>Panoramic</b>  |                           |          |             |                 |
| 7x20"             | \$19.80                   | \$38.50  | \$38.50     | \$38.50         |
| 10x30"            | \$24.75                   | \$54.45  | \$54.45     | \$54.45         |
| 12x40"            | \$36.30                   | \$65.00  | \$65.00     | \$65.00         |
| 17x50"            | \$70.10                   | \$148.50 | \$148.50    | \$148.50        |
| 20x60"            | \$99.00                   | \$178.20 | \$178.20    | \$178.20        |
| <b>Square</b>     |                           |          |             |                 |
| 12x12"            | \$19.80                   | \$38.50  | \$38.50     | \$38.50         |
| 16x16"            | \$26.40                   | \$47.50  | \$47.50     | \$47.50         |
| 18x18"            | \$29.70                   | \$53.00  | \$53.00     | \$53.00         |
| 20x20"            | \$33.00                   | \$71.00  | \$71.00     | \$71.00         |
| 24x24"            | \$59.40                   | \$130.60 | \$130.60    | n/a             |
| 40x40"            | \$110.00                  | \$217.80 | \$217.80    | n/a             |
| <b>Document</b>   |                           |          |             |                 |
| A3                | \$19.80                   | \$38.50  | \$38.50     | \$38.50         |
| A2                | \$28.05                   | \$50.50  | \$50.50     | \$50.50         |
| A1                | \$56.10                   | \$101.00 | \$101.00    | n/a             |
| A0                | \$116.30                  | \$185.10 | \$185.10    | n/a             |

\*Custom sizes are available on request.

\*Sample prints available at \$20 per image - if you choose to go ahead with the print, \$20 will be taken off your final bill.

\*Retouching & Manipulation @ \$1.65 per minute (minimum charge \$16.50 / 10 mins).

# ACRYLIC

SANDWICH, FACE MOUNT & ICE BLOCKS

**All prices include printing, mounting and/or assembly**

## ICE BLOCKS

### Gloss

### Metallic

**6"x4", 5"x5" or 3"x9"**

\$38.00 ea  
**or 3 for \$100.00**

\$48.00 ea  
**or 3 for \$130.00**

**8"x12", 10"x10" or 5"x15"**

\$98.00 ea

\$108.00 ea

Add a presentation box to your Ice Block! At just **\$9.50** for the smaller sizes and **\$19.50** for the bigger, you're crazy not to!

**SANDWICH ACRYLIC** - Printed on Fine Art Paper - available with a border or printed to edge

### Acrylic Size

### Print Size w/Border

### Frame & Print Cost

### Print Size Edge to Edge

### Frame & Print Cost

12 x 18"

**8 x 14"**

\$165.50

**12 x 18"**

\$165.50

10 x 24"

**6 x 20"**

\$165.50

**10 x 24"**

\$181.45

16 x 24"

**12 x 20"**

\$185.50

**16 x 24"**

\$218.00

24 x 24"

**20 x 20"**

\$243.00

**24 x 24"**

\$302.60

24 x 32"

**20 x 28"**

\$278.50

**24 x 32"**

\$325.00

30 x 44"

**26 x 40"**

\$515.55

**30 x 44"**

\$595.00

**FACE MOUNT ACRYLIC** - Available on either a Gloss or Metallic Paper

### Full Frame

### Cropped

**8 x 12"**

\$90.40

**12 x 16**

\$101.85

**11 x 16.5"**

\$99.95

**16 x 20"**

\$150.40

**12 x 18"**

\$101.85

**20 x 24"**

\$216.10

**16 x 24"**

\$156.70

**24 x 30"**

\$267.00

**20 x 30"**

\$262.00

**30 x 40"**

\$443.80

**24 x 36"**

\$330.00

**30 x 45"**

\$458.80

### Square

### Panoramic

**12 x 12"**

\$99.95

**7 x 20"**

\$101.55

**16 x 16"**

\$132.25

**10 x 30"**

\$132.05

**18 x 18"**

\$151.05

**12 x 40"**

\$192.15

**20 x 20"**

\$181.00

**17 x 50"**

\$328.70

**24 x 24"**

\$216.10

**20 x 60"**

\$427.60

**40 x 40"**

\$578.25



# FINISHING

FACE MOUNT ACRYLIC,  
SANDWICH ACRYLIC & ICE BLOCKS

## FACE MOUNT ACRYLIC

By using a special adhesive, an airtight bond is created with no air bubbles, fixing your photographic print with its face mounted to the back of UV-resistant acrylic glass. By directly gluing the face side of the photograph to the back of a sheet of acrylic, any light reflections between the photograph is eliminated. As a result the colours seem sharper, more brilliant, more intense and more immediate.



## SANDWICH ACRYLIC

A new contemporary way of showcasing your photographs. Images are printed on our archival quality Fine Art paper and floated between two pieces of Acrylic. Unlike traditional framing, you can update the image as many times as you like.



## ICE BLOCKS

Our Ice Blocks are 30mm thick, which gives your photo a floating three dimensional effect.

By using a special adhesive, an airtight bond is created with no air bubbles, fixing your photographic print with its face mounted to the back of UV-resistant acrylic glass. By directly gluing the face side of the photograph to the back of a sheet of acrylic, any light reflections between the photograph is eliminated.



\*Please be aware that dust particles or minor imperfections captured during the mounting process may occur. We inspect every finished product from a normal viewing distance of 1.5m before it is approved.

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# ALUMINIUM

PRINT FINISHING

Price includes Printing, Protective Overlay and Back Brackets

| Print Size        | Metallic | Fujiflex | Ultra Gloss | Fine Art |
|-------------------|----------|----------|-------------|----------|
| <b>Full Frame</b> |          |          |             |          |
| 8x12"             | \$46.40  | \$67.80  | \$62.60     | \$81.40  |
| 11x16.5"          | \$72.05  | \$94.40  | \$82.70     | \$99.00  |
| 12x18"            | \$80.25  | \$104.05 | \$92.35     | \$108.50 |
| 16x24"            | \$149.70 | \$157.30 | \$160.90    | \$185.80 |
| 20x30"            | \$199.25 | \$234.65 | \$229.15    | \$253.70 |
| 24x36"            | \$249.40 | -        | \$300.55    | \$339.00 |
| 30x45"            | \$464.30 | -        | \$519.15    | \$606.80 |
| 40x60"            | \$746.55 | -        | \$844.10    | \$915.00 |
| <b>Document</b>   |          |          |             |          |
| A3                | \$79.55  | \$102.20 | \$90.50     | \$108.50 |
| A2                | \$149.70 | \$157.30 | \$149.35    | \$185.80 |
| A1                | \$259.55 | -        | \$290.75    | \$316.30 |
| A0                | \$501.15 | -        | \$563.60    | \$588.00 |
| <b>Cropped</b>    |          |          |             |          |
| 12x16"            | \$79.60  | \$102.40 | \$90.70     | \$108.50 |
| 16x20"            | \$131.60 | \$140.60 | \$132.65    | \$147.30 |
| 20x24"            | \$174.20 | \$204.75 | \$189.35    | \$210.70 |
| 24x30"            | \$249.45 | -        | \$278.70    | \$320.10 |
| 30x40"            | \$394.35 | -        | \$443.10    | \$471.30 |
| <b>Panoramic</b>  |          |          |             |          |
| 7x20"             | \$76.15  | \$91.60  | \$79.90     | \$99.00  |
| 10x30"            | \$147.45 | \$170.65 | \$140.40    | \$169.25 |
| 12x40"            | \$188.30 | -        | \$207.85    | \$229.70 |
| 17x50"            | \$329.35 | -        | \$363.90    | \$425.40 |
| 20x60"            | \$447.85 | -        | \$496.60    | \$540.00 |
| <b>Square</b>     |          |          |             |          |
| 12x12"            | \$63.85  | \$84.70  | \$73.00     | \$90.25  |
| 16x16"            | \$129.85 | \$177.40 | \$126.65    | \$147.30 |
| 18x18"            | \$135.70 | -        | \$134.55    | \$152.80 |
| 20x20"            | \$150.15 | -        | \$155.40    | \$185.80 |
| 24x24"            | \$214.00 | -        | \$237.40    | \$295.30 |
| 40x40"            | \$496.55 | -        | \$557.30    | \$620.70 |

\*Retouching & Manipulation @ \$16.50 / 10 mins)



| Print Size        | Lustre or Gloss w/lam | Metallic w/lam | Ultra Gloss | Fine Art w/spray guard | 5mm     | 10mm     | 20mm w/edge |
|-------------------|-----------------------|----------------|-------------|------------------------|---------|----------|-------------|
| <b>Full Frame</b> |                       |                |             |                        |         |          |             |
| 8x12"             | \$8.60                | \$10.10        | \$26.30     | \$45.10                | \$5.50  | \$6.95   | \$8.95      |
| 11x16.5"          | \$17.60               | \$21.45        | \$32.10     | \$48.40                | \$11.95 | \$13.00  | \$17.00     |
| 12x18"            | \$18.50               | \$22.35        | \$34.45     | \$50.60                | \$13.95 | \$15.50  | \$20.25     |
| 16x24"            | \$47.90               | \$54.40        | \$65.60     | \$90.50                | -       | \$27.50  | \$35.95     |
| 20x30"            | \$53.75               | \$60.25        | \$90.15     | \$114.70               | -       | \$42.95  | \$56.15     |
| 24x36"            | \$82.80               | \$82.80        | \$117.95    | \$159.85               | -       | \$61.90  | \$80.85     |
| 30x45"            | \$148.00              | \$148.00       | \$202.85    | \$290.50               | -       | \$96.70  | \$126.30    |
| 40x60"            | \$246.55              | \$246.55       | \$344.10    | \$415.00               | -       | \$171.90 | \$224.50    |

|                 |          |          |          |          |         |          |          |
|-----------------|----------|----------|----------|----------|---------|----------|----------|
| <b>Document</b> |          |          |          |          |         |          |          |
| A3              | \$17.80  | \$21.65  | \$32.60  | \$50.60  | \$11.95 | \$13.55  | \$17.70  |
| A2              | \$47.90  | \$54.00  | \$54.10  | \$70.00  | -       | \$27.50  | \$35.95  |
| A1              | \$76.95  | \$76.95  | \$108.15 | \$133.70 | -       | \$55.00  | \$71.85  |
| A0              | \$157.95 | \$157.95 | \$220.40 | \$244.80 | -       | \$110.00 | \$147.75 |

|                |          |          |          |          |         |         |          |
|----------------|----------|----------|----------|----------|---------|---------|----------|
| <b>Cropped</b> |          |          |          |          |         |         |          |
| 12x16"         | \$11.25  | \$21.45  | \$32.80  | \$50.60  | \$11.95 | \$13.75 | \$17.95  |
| 16x20"         | \$36.70  | \$48.70  | \$49.75  | \$64.40  | -       | \$22.95 | \$29.95  |
| 20x24"         | \$50.50  | \$57.00  | \$72.10  | \$93.50  | -       | \$30.40 | \$44.90  |
| 24x30"         | \$88.55  | \$88.55  | \$117.80 | \$159.20 | -       | \$51.55 | \$67.35  |
| 30x40"         | \$131.55 | \$131.55 | \$180.30 | \$208.50 | -       | \$85.95 | \$112.30 |

|                  |          |          |          |          |   |         |          |
|------------------|----------|----------|----------|----------|---|---------|----------|
| <b>Panoramic</b> |          |          |          |          |   |         |          |
| 7x20"            | \$21.80  | \$25.55  | \$29.30  | \$48.40  | - | \$10.05 | \$13.10  |
| 10x30"           | \$45.65  | \$52.15  | \$45.10  | \$73.95  | - | \$21.50 | \$28.05  |
| 12x40"           | \$49.30  | \$49.30  | \$68.80  | \$90.70  | - | \$34.40 | \$44.90  |
| 17x50"           | \$93.15  | \$93.15  | \$127.70 | \$189.20 | - | \$60.90 | \$79.55  |
| 20x60"           | \$131.55 | \$131.55 | \$180.30 | \$223.70 | - | \$85.95 | \$112.30 |

|               |          |          |          |          |        |          |          |
|---------------|----------|----------|----------|----------|--------|----------|----------|
| <b>Square</b> |          |          |          |          |        |          |          |
| 12x12"        | \$16.55  | \$21.40  | \$29.55  | \$46.80  | \$8.95 | \$10.30  | \$13.50  |
| 16x16"        | \$34.95  | \$33.35  | \$43.75  | \$73.90  | -      | \$18.35  | \$23.95  |
| 18x18"        | \$46.30  | \$46.30  | \$51.65  | \$69.90  | -      | \$23.20  | \$30.30  |
| 20x20"        | \$48.35  | \$48.35  | \$56.80  | \$90.50  | -      | \$28.65  | \$37.45  |
| 24x24"        | \$75.00  | \$75.00  | \$98.40  | \$156.30 | -      | \$41.25  | \$53.90  |
| 40x40"        | \$153.35 | \$153.35 | \$218.40 | \$277.50 | -      | \$114.60 | \$149.70 |

\* For a total price add the print + laminate cost on the left side to the mount cost on the right side

\* Retouching & Manipulation @ \$16.50 / 10 mins).

# FINISHING

## ART MOUNT & LAMINATING OPTIONS

### STANDARD LAMINATING

Choose from our 3 laminating options - Satin, Sandtex or Gloss, with each transforming the look of your finished print. All laminates contain a UV inhibitor which protects your image, and are both archival and PH Neutral.

### ULTRA GLOSS LAMINATING

Our premium laminate creates a high-gloss finish that has real 'WOW' factor! All laminates contain a UV inhibitor which protects your image, and are both archival and PH Neutral.

### ART MOUNT

A Multi layer, PH neutral composite of extremely dense and durable Polystyrene foam that resists crushing and denting. Gatorboard has exceptional rigidity, surface quality and durability making it the mounting board of choice for photographers.

Available in 5mm, 10mm & 20mm thicknesses.



\*Please be aware that dust particles or minor imperfections captured during the mounting process may occur. We inspect every finished product from a normal viewing distance of 1.5m before it is approved.

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# FRAME COLLECTIONS

We're excited to introduce to you our new range of frame collections. We know that there has been a real interest in making feature walls out of your fabulous photographs so we decided to put together some prices to make it much easier for you. We are also happy to announce the fact that if you do happen to purchase one of our frame collections you will indeed be saving money!



**'Simplicity'**  
3 - 11x16"

**\$198**

A saving of \$22



**'Exhilarate'**  
4 - 5x7" & 4 - 8x10"

**\$360**

A saving of \$40



**'Crossroads'**  
1 - 16x24" & 4 - 5x7"

**\$269**

A saving of \$29



**'Reflection'**  
1 - 16x20" & 4 - 5x7"

**\$198**

A saving of \$22



**'Eternity'**  
1 - 20x30" & 3 - 5x7"

**\$240**

A saving of \$31



**'Footsteps'**  
1 - 20x30" & 5 - 5x7"

**\$359**

A saving of \$41



**'Synchrony'**  
1 - 20x30" 2 - 8x10" & 2 - 5x7"

**\$306**

A saving of \$34



**'Mirror'**  
1 - 20x30" & 4 - 8x10"

**\$331**

A saving of \$37

Our frame collections are an all inclusive price, so that means you get to walk away with a framed print ready to hang on the wall. So why wouldn't you make a precious compilation of your favourite images to hang in your home?!

- \* Price includes print, frame & assembly
- \* These frames & sizes are set, no changes can be made
- \* Excluding Box Frames

# FROM THE ARCHIVES

It doesn't take much to remind you how very precious your photographs are to your memories! We base a lot of what we know on photos of the historic past and present, so why should your own life be any different? Don't let your memories tarnish over time by not keeping them safe and sound in the digital age. Bring them to Fitzies, we know how to treat them with TLC – so you and your family can enjoy them for generations to come.

## MY PHOTO'S ARE ALL IN ALBUMS, WHAT'S WRONG WITH THAT?

Unfortunately albums that were made over 10 years ago weren't safe to keep your photo's in!

**The late 1800's to mid 1900's** - albums were usually made of cloth or embossed leather, with the later stages being leather and different plastics. For many years photographers were gluing the photographs to the black pages until the usage of corner mounts made it very easy to insert and remove photographs. Although this was easier, the album and pages themselves were the problem in the preservation of photographs.

Some of the reasons that this paper was very bad for storage was that it contained a sizing chemical which had a high acidic content and the black paper was dyed with destructive agents. In addition to the paper problem itself, some of the glues used had a high acidic content as well. With the backs of the photographs being attacked by all this acid and other chemicals, the front of the photographs frequently came in direct contact with the black paper from the adjacent side of the album when the page was closed, allowing even more damage.



**The mid 1980's to 2001** - album manufacturers came out with a new product called 'Magnetic Pages'. These were made from a thick paper stock and coated with glue strips. There was a Mylar plastic covering both sides of this stock and it was claimed that this was a good way to preserve photographs. After being on the market for about fifteen years, conservators recognized that the glue being used had a very high acidic content.

So much so, that after only 10-15 years in storage, new photographs were starting to show signs of deterioration. The acid was eating through the backs of the photographs and the Mylar was sealing in the acidic fumes causing a deterioration on the image side as well.

# FROM THE ARCHIVES

## MY NEGATIVES AND SLIDES ARE ALL IN THEIR ORIGINAL CASES, DO I NEED TO ARCHIVE?

When it comes to your originals, you really don't want to take any risks in regards to archiving them. They may be stored in packages of old "negative envelopes" which are beginning to become frail, brittle and molding and in turn the negatives begin to break down with a "chemical" dust in some of the envelopes.

Even if your negatives or slides are properly placed within archival sleeves, you also need to take into consideration where they are being kept. Are they in wooden or cardboard boxes, maybe plastic containers? All of these options, although they may sound safe, are in fact not, as the majority will contain acid, which in turn could be detrimental to your negatives and slides.

The best option to store them is in a dark, cool, and dry place - not on concrete. A fire safe storage container is the best choice, but not essential - just make sure that you purchase a container that is Acid Free!



## SO WHAT DO I DO WITH THE CD FITZGERALDS WILL GIVE BACK TO ME?

Just because you have your prints, negatives or slides digitised - doesn't mean you're out of the woods yet! When we give you back your scanned images on disc, we recommend you also treat it like a 'digital negative'. As digital technology is growing at a rapid pace, it's hard to know where we will be in terms of archiving in the next 10 years. So keep them safe!

We can make multiple copies of the disc for you - to pass on to relatives and friends and we also encourage you to pass on as many of the photos as you can - get re-prints from the disc so you have extra copies - do everything to make sure that you are spreading your digital negatives around. So at the end of the day, if something happens to your photographs or digital negatives - you can always grab them off another relative or friend who you gave them to previously.

Happy Archiving!

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# Technical Info

## Postage & Packing

### Urgent / Minimum Orders

#### DIGITAL FILE SPECIFICATIONS

|                 |  |
|-----------------|--|
| Mac/PC          | All images must be viewable on a PC with relevant extensions include after the file name. When burning multiple sessions on a Mac, earlier sessions may not be visible on PCs. Please write all images to disc at the same time. |
| Media           | Files can be supplied on CD (ISO9660), DVD, Portable Hard Drives, USB storage devices and a variety of digital camera media cards.   |
| Web Courier     | Files can be supplied over the internet via our Web Courier Service accessible from our website: <a href="http://www.fitzgeraldphoto.com.au">www.fitzgeraldphoto.com.au</a>  |
| Resolution      | Please supply all images at 300 dpi.   |
| Profile         | Images may be any profile (working colour space), however we recommend Adobe 1998 for colour accuracy. Please embed profiles when saving. Note: monitor profiles are not suitable Working Colour Spaces.                         |
| Mode            | Images must be either RGB or Grayscale (gamma 2.2) <b>NOT</b> Lab Colour or CMYK (file conversion fee may be incurred).  |
| Format          | Images will be accepted as <b>8 Bit</b> flattened Tiffs or Jpgs (Base optimised) with <b>NO</b> extra channels. File and Folder names should be 8 characters or less and <b>NOT</b> contain symbols.                             |
| Output Sizes    | Ideally please supply files in relevant folders according to the output size required eg 5x7", 5x7.5", 8x10" or 8x12". There are limitations on printing custom sizes.   |
| Errors          | Please ensure your files meet the above criteria. Failure to do so may result in incorrect colour, cropping or sizing or delayed turnaround times.   |
| Colour Matching | Please provide samples where colour matching is required. Every effort will be made to accurately match prints within the limits of what is being paid for and the printing surface.   |

#### PRINTS FROM FILM SPECIFICATIONS

|                 |   |
|-----------------|---|
| Sizing          | Whenever possible all images are printed as close to full frame as possible. Unfortunately this is not always possible due to paper size restrictions.  |
| Colour Matching | Please provide samples where colour matching is required. Every effort will be made to accurately match prints within the limits of what is being paid for and the printing surface.  |
| Orders          | Orders provided on Lab supplied order forms or similar (spreadsheet form) must be in alpha numeric order. Additional time and/or costs will be incurred with incorrectly prepared orders. This is to avoid confusion and unnecessary delays in processing orders. |

#### POSTAGE & PACKAGING

|   |                                 |
|---|---------------------------------|
| Small & Medium Parcels - flat packed up to A3   | \$10.00 - \$20.00 (postal only) |
| Large Parcels (Boxes or Tubes)                  | \$15.00 - \$25.00 (postal only) |
| Local Pickup/Packing Charge                     | \$10.00                         |
| Next Day Courier (metro area)                   | \$15.00                         |
| National Courier (off peak)                     | POA                             |
| National Courier (overnight)                    | POA                             |
| Free Freight for Metropolitan orders > \$300.00 |                                 |

#### URGENT ORDERS

Required in less than 8 hours - minimum charge \$20.00 unless by prior arrangement. Student and Camera Club discounts do not apply.

#### MINIMUM ORDERS

Minimum order requirement excluding postage etc \$5.00  
*For orders that do not meet this amount, there will be a \$2.00 handling fee*

# LAMINATING

## Laminate ONLY prices

| Print Size        | Standard Laminate | Ultra Gloss Laminate |
|-------------------|-------------------|----------------------|
| <b>Full Frame</b> |                   |                      |
| 8x12"             | \$2.60            | \$6.50               |
| 11x16.5"          | \$4.95            | \$12.30              |
| 12x18"            | \$5.85            | \$14.65              |
| 16x24"            | \$10.40           | \$26.00              |
| 20x30"            | \$16.25           | \$40.65              |
| 24x36"            | \$23.40           | \$58.55              |
| 30x45"            | \$36.60           | \$91.45              |
| 40x60"            | \$65.05           | \$162.60             |
| <b>Document</b>   |                   |                      |
| A3                | \$5.15            | \$12.80              |
| A2                | \$10.40           | \$26.00              |
| A1                | \$20.85           | \$52.05              |
| A0                | \$41.65           | \$104.10             |
| <b>Cropped</b>    |                   |                      |
| 12x16"            | \$5.20            | \$13.00              |
| 16x20"            | \$8.70            | \$21.70              |
| 20x24"            | \$13.00           | \$32.55              |
| 24x30"            | \$19.55           | \$48.80              |
| 30x40"            | \$32.55           | \$81.30              |
| <b>Panoramic</b>  |                   |                      |
| 7x20"             | \$3.80            | \$9.50               |
| 10x30"            | \$8.15            | \$20.35              |
| 12x40"            | \$13.00           | \$32.55              |
| 17x50"            | \$23.05           | \$57.60              |
| 20x60"            | \$32.55           | \$81.30              |
| <b>Square</b>     |                   |                      |
| 12x12"            | \$3.90            | \$9.75               |
| 16x16"            | \$6.95            | \$17.35              |
| 18x18"            | \$8.80            | \$21.95              |
| 20x20"            | \$10.85           | \$27.10              |
| 24x24"            | \$15.60           | \$39.00              |
| 40x40"            | \$43.35           | \$108.40             |



# LOMO INFO

New to film?  
We can help!

## WHAT ARE THE DIFFERENT TYPES OF FILM?

The standard film *formats* are:

**35mm film** - (used in cameras like the LC-A+ and Fisheye), this is the most readily accessible film on the market, with it even being available at your local supermarket. Individual rolls of 35mm film are enclosed in single-spooled light-tight metal canisters. This allows cameras to be loaded even in broad daylight, as they are not as delicate as their 120 counterparts!



**120 medium format film** - (used in cameras like the Diana F+ and Holga), which is a little harder to find - you might have to rely on dedicated photo labs like ourselves to supply it. 120 films come wrapped around a plastic spool, and yields 12 or 16 images, depending on which camera and film masks you use. You must be extra careful when removing your film from your camera, if the paper is too loose around your film you are sure to acquire light leaks, or worse - film exposure!



The standard film *types* are :

**Colour negative film** - Color negative film uses C-41 chemicals for processing, and you get negatives from it when processed normally. Color negative film is very much "what you see is what you get" when it comes to coloration. It yields true-to-life colors and contrast, which is why portrait and wedding photographers prefer it.



**Colour positive film** - Also called "slide," or "transparency" film, it uses E-6 chemicals for processing. You get a positive image or "slides" from it when processed normally. When mounted, these are exactly like the slides that you'd put in a slide projector! Due to it's small exposure compensation, it is much less forgiving of poorly exposed photos, which in turn makes it the preferred film of landscape and still life photographers,



**Black & white film** - which is hand processed in both a developer, a stop bath and then finally a fixer. Indeed, beautiful black and white photography doesn't attract with its play of colors. Here close attention to composition, lighting, perspective and the context it is shot in are important.



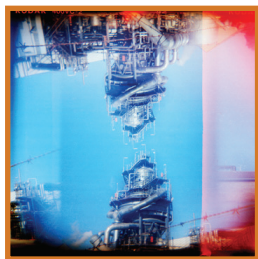
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## WHAT IS CROSS-PROCESSING?

When you use the C-41 chemicals (for your negative film) on your slide film, that's called cross processing which yields the saturated, vivid colors and contrast that makes Lomographic images famous. Each slide film has different characteristics when cross-processed. Some films go red, others go blue, and some just get brighter with more contrast. Don't expect to get the same results every time – there is nothing definite about the colors, they're all mostly a surprise!

Also remember that everything depends on how you process your film. The chemicals, the machine calibrations and the developing process (the order, the temperature, etc.) are responsible for what you get towards the end. When you have your film processed, you get different results from different labs because they do not always use the same chemicals and calibrations.



## WHY DID MY FILM COME BACK WITHOUT ANY IMAGES?

### If your film came back clear(under-exposed) or black(over-exposed):

Always remember that your Lomography cameras love the light! If you're using a slower speed film (ISO 100 or 200), you must go out in bright sun to get images on your film. For most of the cameras (SuperSampler, Fisheye, Actionsampler, Diana F+, etc), it's recommended to use an ISO 400 film to make sure you get an image on your film, rain or shine.

If you know you were shooting an appropriate speed film in the right lighting conditions, check on your shutter. If the shutter on your camera doesn't open, your film can't get exposed to light, and therefore can't make an image! Simply open the back of your camera (without film in it, of course), cock the camera's shutter (if necessary), and look through the lens plane while you click the shutter button. You should see a brief circle of light appear and disappear right before your eyes.

If you know you're shooting the right speed film in the right lighting conditions and your shutter is working fine, your film may not be advancing within the camera. To make sure your film is advancing within the camera when the back door is closed, simply locate the rewind crank on your camera and watch it as you turn the advance wheel. The rewind crank should spin as you advance the film.

# PEEL 'N' STICK BOOKS

ALL BOOKS COME WITHIN A BOX, AND ARE ASSEMBLED FREE OF CHARGE!

## BRAG BOOKS

The perfect size to fit into your handbag - carry it with you everywhere. Great idea for parents and grandparents or presents for the bridal party. Available in a black or white vinyl cover OR a pink and blue suede cover. Pages only available in white. All books have a front & back fly page. Brag Books hold **3.5 x 5"** prints.

| Album Size | Book Only |         | Book Inc Prints - Fully Assembled |         |
|------------|-----------|---------|-----------------------------------|---------|
|            | Vinyl     | Suede   | Vinyl                             | Suede   |
| 10 sides   | \$15.40   | \$18.70 | \$24.90                           | \$28.20 |
| 20 sides   | \$18.70   | \$22.00 | \$37.70                           | \$41.00 |

## MEDIUM & LARGE BOOKS

This is a wonderful idea for a parent or portrait album. Available with a black vinyl cover with black pages OR white vinyl cover with white pages. All books have a front & back fly page. They have a minimum of 10 sides, and a maximum of 50 sides. Medium books hold **8 x 8"** prints & Large books hold **10 x 10"** prints.

| Album Size | Book Only |          | Book w/Lustre - Fully Assembled |          | Book w/Fine Art - Fully Assembled |       |
|------------|-----------|----------|---------------------------------|----------|-----------------------------------|-------|
|            | Med       | Large    | Med                             | Large    | Med                               | Large |
| 10 sides   | \$39.60   | \$51.70  | \$99.60                         | \$140.70 | \$150.00                          | -     |
| 20 sides   | \$50.60   | \$68.20  | \$170.60                        | \$246.20 | \$250.00                          | -     |
| 30 sides   | \$61.60   | \$84.70  | \$241.60                        | \$351.70 | -                                 | -     |
| 40 sides   | \$72.60   | \$101.20 | \$312.60                        | \$457.20 | -                                 | -     |
| 50 sides   | \$83.60   | \$117.70 | \$383.60                        | \$562.70 | -                                 | -     |

## DVD CASE & ALBUM ALL IN ONE

Check this out! What a great way to present your client their CD/DVD together with their favourite prints. Available in both black & white vinyl covers with black and white pages respectively. All books have a front & back fly page. DVD case and album hold **6 x 6"** prints.

| Album Size | Book Only | Book Inc Prints - Fully Assembled |
|------------|-----------|-----------------------------------|
| 20 sides   | \$33.00   | \$86.00                           |

# PHOTO TEX

Sticky Pics

**What is Phototex?** : Phototex is a peel and stick polyester fabric, adhesive material that can be installed on virtually any flat surface (indoor & out) in any weather condition and then removed and reused many times over. So you can really let your imagination run wild!

Here are just a few AMAZING things about Phototex ... it has NO sticky residue, you can use it in all weather conditions, it won't shrink or curl, you can illuminate it with a backlight, it wraps around wall corners, you can stick it to ceilings or poles, you can use it over and over again and at the end of the day, the sky is the limit with this futuristic product!

|           |              |         |
|-----------|--------------|---------|
| <b>A0</b> | 1188 x 840mm | \$99.00 |
| <b>A1</b> | 840 x 594mm  | \$49.90 |
| <b>A2</b> | 594 x 420mm  | \$25.00 |
| <b>A3</b> | 420 x 297mm  | \$13.50 |

|               |            |          |
|---------------|------------|----------|
| <b>12x18"</b> | 300x450mm  | \$13.50  |
| <b>16x24"</b> | 400x600mm  | \$24.00  |
| <b>20x30"</b> | 500x750mm  | \$37.50  |
| <b>24x36"</b> | 600x900mm  | \$54.00  |
| <b>30x45"</b> | 900x1350mm | \$121.50 |



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\* minimum order of \$25.00  
\* price list updated 12/09/2011

# POSTAL CHARGES

With fitzies we take the upmost care in packaging your goods! We use as much bubble wrap as we can wrangle, along with specially made boxes if needed and genuine TLC. Here at Fitzies we *know* our products, so we're very aware of how they need to be cared for, and exactly where their weak spots are in regards to posting them.

## PERTH METRO

|              |   |         |
|--------------|---|---------|
| 500g or less | - | \$10.00 |
| 500g to 1kg  | - | \$15.00 |
| 1kg or more  | - | \$20.00 |

## PERTH METRO - EXPRESS

|              |   |         |
|--------------|---|---------|
| 500g or less | - | \$20.00 |
| 500g to 1kg  | - | \$25.00 |
| 1kg or more  | - | \$30.00 |

## WA COUNTRY

|              |   |         |
|--------------|---|---------|
| 500g or less | - | \$20.00 |
| 500g to 1kg  | - | \$25.00 |
| 1kg to 2kg   | - | \$30.00 |
| 2kg to 3kg   | - | \$35.00 |
| 3kg to 4kg   | - | \$40.00 |

## WA COUNTRY - EXPRESS

|              |   |         |
|--------------|---|---------|
| 500g or less | - | \$30.00 |
| 500g to 1kg  | - | \$35.00 |
| 1kg to 2kg   | - | \$40.00 |
| 2kg to 3kg   | - | \$45.00 |
| 3kg to 4kg   | - | \$50.00 |

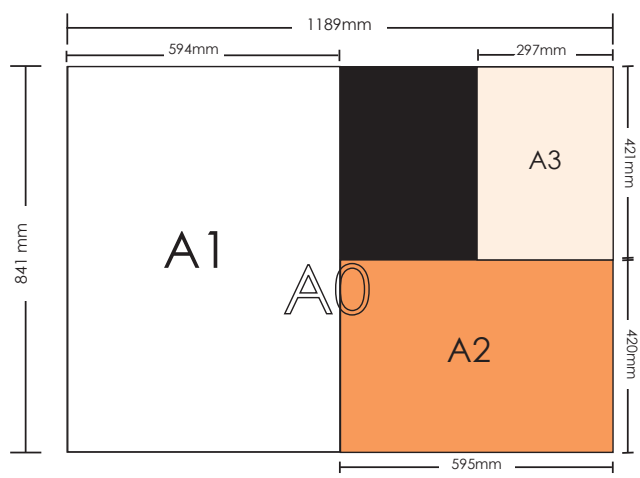
## WA COUNTRY - COURIER

P.O.A

# POSTERS & LAMINATING

Our photo-realistic poster paper offers a highly versatile and unrivaled image quality. With the print process providing you with an amazing quality indoor print at an economical price. For extra protection we recommend either a satin or gloss laminate finish, that provides you with a recyclable and semi-water resistant product. This makes it the perfect option for trade shows, events and retail displays.

| SIZE | COPIES | PRINT ONLY | WITH LAMINATE |
|------|--------|------------|---------------|
| A2   | 1      | \$30.00ea. | \$40.00ea.    |
|      | 2-5    | \$25.00ea. | \$35.00ea.    |
|      | 6-20   | \$15.00ea. | \$23.50ea.    |
|      | 20+    | \$10.00ea. | \$17.00ea.    |
| A1   | 1      | \$40.00ea. | \$55.00ea.    |
|      | 2-5    | \$30.00ea. | \$45.00ea.    |
|      | 6-20   | \$25.00ea. | \$37.50ea.    |
|      | 20+    | \$15.00ea. | \$25.00ea.    |
| A0   | 1      | \$65.00ea. | \$85.00ea.    |
|      | 2-5    | \$50.00ea. | \$70.00ea.    |
|      | 6-20   | \$40.00ea. | \$65.00ea.    |
|      | 20+    | \$25.00ea. | \$37.50ea.    |



# PRESENTATION BOXES

## 1 PIECE BOX

This Print presentation box is made up of a base and hinged lid, and is available in two sizes. Box material is black vinyl, with mats available in black or white.



**Small** - holds either **6x4"** matted prints **OR** **5x7"** unmatted prints

### Box Only

### Box with 10 mats

### Box with 10 mats & 10 prints

|             |         |         |         |
|-------------|---------|---------|---------|
| <b>6x4"</b> | \$33.00 | \$59.95 | \$70.95 |
|-------------|---------|---------|---------|

**Large** - holds either **5x7"** matted prints **OR** **8x10** unmatted prints

### Box Only

### Box with 10 mats

### Box with 10 mats & 10 prints

|             |         |         |         |
|-------------|---------|---------|---------|
| <b>5x7"</b> | \$44.00 | \$70.95 | \$91.95 |
|-------------|---------|---------|---------|

## 2 PIECE BOX

This print presentation box is made up of a base and separate lid, and is available in two sizes. Box material is black vinyl, with mats available in black or white.



**Small** - holds either **6x4"** matted prints **OR** **5x7"** unmatted prints

### Box Only

### Box with 10 mats

### Box with 10 mats & 10 prints

|             |         |         |         |
|-------------|---------|---------|---------|
| <b>6x4"</b> | \$38.50 | \$65.50 | \$76.50 |
|-------------|---------|---------|---------|

**Large** - holds either **5x7"** matted prints **OR** **8x10"** unmatted prints

### Box Only

### Box with 10 mats

### Box with 10 mats & 10 prints

|             |         |         |          |
|-------------|---------|---------|----------|
| <b>5x7"</b> | \$55.00 | \$81.95 | \$102.95 |
|-------------|---------|---------|----------|

**Extra Large** - holds either **8x10"** matted prints **OR** **11x14"** unmatted prints

### Box Only

### Box with 10 mats

### Box with 10 mats & 10 prints

|              |         |          |          |
|--------------|---------|----------|----------|
| <b>8x10"</b> | \$85.00 | \$126.10 | \$186.10 |
|--------------|---------|----------|----------|

\* Individual packs of matboards are available at an added cost - \$24.75 for 6x4" & \$26.95 for 5x7"

\*Updated 23/06/2011

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# PRESENTATION PRODUCTS

## CD & DVD PRINTING / LABELLING

Personalised CD and DVD printing. We also offer a photoshop template for ease of design.

|                              |    |         |     |         |
|------------------------------|----|---------|-----|---------|
| Print Cost (Inc CD/DVD cost) | CD | \$10.50 | DVD | \$21.50 |
|------------------------------|----|---------|-----|---------|

## DVD CASES

Made with a black vinyl cover and slip-in case. Also features a black matted card frame inside for you to showcase a **6 x 4"** or a **6 x 8"** image of your choice.

|                  |         |                  |         |
|------------------|---------|------------------|---------|
| Single Case Only | \$34.10 | Double Case Only | \$47.75 |
|------------------|---------|------------------|---------|

## PRESENTATION WALLETS

Present your loose prints professionally in one of our card wallets, it's ideal for client orders! Available in 2 sizes with a matt black finish.

|             |        |         |            |    |         |            |
|-------------|--------|---------|------------|----|---------|------------|
| Wallet Size | 7 x 7" | \$17.60 | pack of 10 | A4 | \$27.95 | pack of 10 |
|-------------|--------|---------|------------|----|---------|------------|

## PREMIUM PHOTO COVER IMAGE BOX

Impress your clients with this personalised presentation box! With a template available, so you can design it yourself. The box material is a black vinyl with mats available in Black or White.

|        | Box Only | Box with matts | Box with matts & prints |
|--------|----------|----------------|-------------------------|
| 8x10"  | \$150    | \$176.95       | \$197.95                |
| 11x14" | \$170.50 | \$211.75       | \$271.75                |

## DRY MOUNT ALBUMS

Our Dry Mount albums are available at a small cost, to keep your memories safe for years to come. They are also acid free to keep your photos safe and sound.

|                                    | 50 Page | 100 Page | Extras    |
|------------------------------------|---------|----------|-----------|
| Black Leather Look Dry Mount Album | \$49.95 | \$59.95  |           |
| White Silk Dry Mount Album         | \$49.95 | -        |           |
| Acid Free Photo Tabs               |         |          | \$9.95ea. |
| Acid Free Clear Photo Corners      |         |          | \$4.95ea. |

# PROMOTIONAL MATERIAL

## BROCHURES & FLYERS - Print Specifications

Print single or double sided in full colour, on 170gsm paper.

Laminate is optional in either single or double sided. Which is then available in either matte or gloss; for a real professional finish.

|  | Front & Back Panel Size: | Prepare your file: |
|--|--------------------------|--------------------|
|--|--------------------------|--------------------|

|    |               |  |
|----|---------------|--|
| A6 | 105 x 148mm   | 115 x 158mm (allows for a 5mm bleed)   |
| A5 | 148.5 x 210mm | 158.5 x 220mm (allows for a 5mm bleed) |
| A4 | 210 x 279.4mm | 220 x 289.4mm (allows for a 5mm bleed) |
| A3 | 297 x 421mm   | 307 x 431mm (allows for a 5mm bleed)   |
| DL | 100 x 210mm   | 110 x 220mm (allows for a 5mm bleed)   |

1. Provide files with a **5mm bleed** all the way around the document & supply fonts if possible.
2. We also recommend a 5mm margin. To ensure no loss of information during the trimming process, please do not place any critical information closer than 5mm from the crop edge of the document.
3. All files must have a colour profile embedded.  
If working in **RGB** please use sRGB IEC1966-2.1 or Adobe RGB 1998.  
If working in **CMYK** please use GRACol 206 (ISO 12647-2:2004) or Euroscale Coated v2.  
**Please avoid** using the default Photoshop option of US Web Coated (SWOP)v2 as this is designed for American printing.
4. Photoshop files can be submitted as jpegs, flattened tifs and psds at **300 dpi, 8 bit**.
5. InDesign files can be submitted, however please ensure that the file has been "packaged" through the preflight menu to include fonts, high-resolution images and graphics.
6. PDF files can also be submitted ensuring the file is exported or saved including document bleed.
7. We can provide templates for all your press printing needs. They are available in Photoshop or InDesign format, complete with bleeds, margins, crop & fold marks plus instructions. Please do not resize these templates.
8. Clients will be required to "sign off" on a proof for any design work prior to the job being printed. Once the proof has been approved Fitzgerald Photo Imaging accepts no responsibility.

\*Custom sizes available - we will happily quote for you.

\* Press printing produces a fantastic, consistent result for promotional and marketing material. Whilst we take as much care as possible with our colour management, it is important to understand that press printing has a smaller colour gamut than photographic printing and colours will appear slightly different.



# PROMOTIONAL MATERIAL

## BROCHURES & FLYERS

We are not just a photo lab, we can now help you out with all of your business and promotional printing. From exhibition flyers, letterheads, brochures, posters, catalogues, calendars & marketing material. Now you don't need to go anywhere else! With 5 sizes available in our 170gsm paper, and a choice of either a gloss or matte finish. We can offer you amazing press quality printing, along with our Fitzgerald's seal of approval.

### SINGLE SIDED

#### Size Options

A6 A5 A4 A3 DL

|                                     |                      |                      |                      |                        |                      |
|-------------------------------------|----------------------|----------------------|----------------------|------------------------|----------------------|
| <b>100</b><br>with single laminate  | \$72.00<br>\$133.00  | \$120.00<br>\$181.00 | \$170.00<br>\$238.00 | \$320.00<br>\$400.00   | \$88.00<br>\$149.00  |
| <b>150</b><br>with single laminate  | \$96.00<br>\$157.00  | \$134.00<br>\$202.00 | \$245.00<br>\$318.00 | \$320.00<br>\$410.00   | \$120.00<br>\$181.00 |
| <b>200</b><br>with single laminate  | \$120.00<br>\$181.00 | \$170.00<br>\$238.00 | \$320.00<br>\$400.00 | \$320.00<br>\$422.00   | \$122.00<br>\$190.00 |
| <b>250</b><br>with single laminate  | \$116.00<br>\$184.00 | \$209.00<br>\$282.00 | \$270.00<br>\$355.00 | \$395.00<br>\$509.00   | \$146.00<br>\$214.00 |
| <b>500</b><br>with single laminate  | \$209.00<br>\$282.00 | \$270.00<br>\$355.00 | \$395.00<br>\$509.00 | \$770.00<br>\$942.00   | \$272.00<br>\$352.00 |
| <b>1000</b><br>with single laminate | \$270.00<br>\$355.00 | \$395.00<br>\$509.00 | \$770.00<br>\$942.00 | \$1520.00<br>\$1745.00 | \$270.50<br>\$367.50 |

### DOUBLE SIDED

#### Size Options

A6 A5 A4 A3 DL

|                                     |                      |                      |                        |                        |                      |
|-------------------------------------|----------------------|----------------------|------------------------|------------------------|----------------------|
| <b>100</b><br>with single laminate  | \$78.50<br>\$139.50  | \$132.50<br>\$193.50 | \$195.00<br>\$263.00   | \$370.00<br>\$450.00   | \$96.50<br>\$157.50  |
| <b>150</b><br>with single laminate  | \$105.50<br>\$166.50 | \$153.00<br>\$221.00 | \$282.50<br>\$355.50   | \$395.00<br>\$485.00   | \$132.50<br>\$193.50 |
| <b>200</b><br>with single laminate  | \$132.50<br>\$193.50 | \$195.00<br>\$263.00 | \$370.00<br>\$450.00   | \$420.00<br>\$522.00   | \$139.00<br>\$207.00 |
| <b>250</b><br>with single laminate  | \$132.00<br>\$200.00 | \$240.50<br>\$313.50 | \$332.50<br>\$417.50   | \$520.00<br>\$634.00   | \$167.00<br>\$235.00 |
| <b>500</b><br>with single laminate  | \$240.50<br>\$313.50 | \$332.50<br>\$417.50 | \$520.00<br>\$634.00   | \$1020.50<br>\$1192.00 | \$314.00<br>\$394.00 |
| <b>1000</b><br>with single laminate | \$332.50<br>\$417.50 | \$520.00<br>\$634.00 | \$1020.00<br>\$1192.00 | \$2020.00<br>\$2245.00 | \$354.00<br>\$451.00 |

\* For all other quantities we will happily quote for you

\* Prices based on the same design for each card.

\* All sizes are approximate, templates for both photoshop & indesign are available

### Standard Proof Photo Books - A4 Landscape or Portrait with Dust Jacket

| Lustre         | A4         |
|----------------|------------|
| 20 sides       | \$118.00   |
| 30 sides       | \$127.00   |
| 40 sides       | \$136.00   |
| 50 sides       | \$145.00   |
| 60 sides       | \$154.00   |
| 70 sides       | \$163.00   |
| 80 sides       | \$172.00   |
| 90 sides       | \$181.00   |
| 100 sides      | \$190.00   |
| Extra Sides    | \$0.90c ea |
| Max # of sides | 100        |
| Box add        | \$30.00    |

\* \$20.00 set up fee applies on all orders

\* Page Layout Options - 2 up, 4 up, 6 up, 8up - Images are correct viewing orientation. 9up - images are rotated horizontally

### Deluxe Proof Photo Books - 12x12" or A3 Landscape

|                 | Lustre<br>12x12" | Lustre<br>A3 | Metallic<br>12"x12" | Metallic<br>A3 |
|-----------------|------------------|--------------|---------------------|----------------|
| 20 sides        | \$218.00         | \$218.00     | \$224.00            | \$224.00       |
| 30 sides        | \$234.50         | \$234.50     | \$243.50            | \$243.50       |
| 40 sides        | \$251.00         | \$251.00     | \$263.00            | \$263.00       |
| 50 sides        | \$267.50         | \$267.50     | \$282.50            | \$282.50       |
| 60 sides        | \$284.00         | \$284.00     | \$302.00            | \$302.00       |
| 70 sides        | \$300.50         | \$300.50     | \$321.50            | \$321.50       |
| 80 sides        | \$317.00         | \$317.00     | \$341.00            | \$341.00       |
| 90 sides        | \$333.50         | \$333.50     | \$360.50            | \$360.50       |
| 100 sides       | \$350.00         | \$350.00     | \$380.00            | \$380.00       |
| Extra Sides     | \$1.65 ea        | \$1.65 ea    | \$1.95 ea           | \$1.95 ea      |
| Max # of sides  | 100              | 100          | 100                 | 100            |
| Dust Jacket add | \$30.00          | \$40.00      | \$30.00             | \$40.00        |
| Box add         | \$40.00          | \$40.00      | \$40.00             | \$40.00        |

\* \$20.00 set up fee applies on all orders

\* Page Layout Options - A3: 6 up & 12 up & 12x12": 4 up & 9 up - ALL Images are correct viewing orientation.

1. All images to be no larger than 2mb each and are to have an ICC profile embedded
2. All images are to be rotated to the correct viewing orientation
3. Do not use @#\$%& etc. in file names, ensure images are numbered using a minimum of 3 digits & with the same number of digits throughout the sequence. Eg. 0001 - 1027 not 01 - 1027. Images are to be numbered in order they are to appear in book.
4. First page image & text to be provided or indicated when job is submitted.
5. If supplying own page layouts, please size at 8bit, exactly A4, A3 or 12x12 @300dpi - with each page as an individual file.

### SLIP IN ALBUM

Black Buckram covers that fit **10x12"** proofsheets printed onto photographic paper. Available in horizontal format with 12 or 25 images per page. Proofsheets are fully customisable with your logo, colour backgrounds and image border options. Albums fit up to 60 pages.

|                    |                       |
|--------------------|-----------------------|
| Cover inc 20 pages | \$174.50              |
| Additional Pages   | \$4.50                |
| Metallic Surface   | \$1.10 extra per page |

### SPIRAL BOUND ALBUM

Wire Spiral Bound Albums with a window that fit **8x8"** proofsheets printed onto photographic paper. Available with 4 or 6 images per page. Proofsheets are fully customisable with your logo, colour backgrounds and image border options. Albums fit up to 35 pages.

|                               | 8x8"     | 8x8"<br>metallic |
|-------------------------------|----------|------------------|
| Min. 30 pages including cover | \$66.00  | \$81.00          |
| Additional Pages              | \$1.65ea | \$2.15ea         |
| Extra Cover                   | \$16.50  | \$16.50          |

### Specs

1. All Images to be rotated to the correct viewing orientation.
2. Images to be supplied no larger than 2 MB each.
3. Do not use @\$#?& etc. in file names
4. Please ensure all images have an ICC profile embedded.
5. Images are printed as supplied. Colour correction available at extra cost.
6. Images to be numbered in order they are to appear in the book.
7. Ensure images are numbered using a minimum of 3 digits & with the same number of digits throughout the sequence. Eg. 0001 - 1027 not 01 - 1027.
8. If supplying own page layouts, please size at 8 bit, correct page size @ 300dpi  
Please provide each page as an individual file.

# Services

Opening Hours  
Monday to Friday 8.30am - 6pm  
Saturday 9am - 1pm

## **Presentation Products**

Proof Albums, CD & DVD Printing, DVD Presentation Cases, Presentation Wallets, Image Boxes, Dry Mount Albums, Peel & Stick Albums, Studio Art Albums, Premium Photo Quality Books, Proof Books

## **Framing & Matting**

Custom Framing, Standard Framing options, Black Standard Frames, Box Frames, Champagne Frames, Custom Matboards, Standard Matboards, Matboard Packs, Print Presentation Boxes

## **Press Printing**

Promotional Material, Business Cards, Postcards, Book Marks, DL cards, Tri-Fold Cards, Folded Cards, Occasion Cards, Posters & Laminating, Display Printing, Banners, Backlit Transparency, Cotton, Silk, Wallpaper

## **Film**

Process, Print, Scan, C41, Colour, E6, Slide Positive, Black & White, Dlab Scanning, Imacon Scanning, Contact Sheets

## **Printing**

Chemical Printing, Inkjet Giclee Printing, Gloss, Lustre, Fine Art, Ultra Gloss, Metallic, Gold Fibre Silk, Fujiflex

## **Canvas**

Giclee Canvas, Wide Profile Frames, Narrow Profile Frames, UV Lacquering, Canvas Collections, Wall Viewing Software

## **Finishing**

Aluminium Mounting, Sandwich Acrylic, Face Mount Acrylic, Ice Blocks, Gator Board, Photographic Quality Laminating

## **Digital Manipulation**

Restoration, Artwork Reproductions & Photography, Colour Correcting, File Conversions, Computer Calibration, Graphic Design

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# FRAMING

## STANDARD

Give your image the special treatment, with our selection of exclusive, archival quality frames available for purchase off-the-shelf. We even offer a print mounting service, so you can walk away with a finished product ready to display.

### CHAMPAGNE FRAMES

Our Champagne frames come in a silver/gold finish moulding with a white mat.

| Print Size | Frame Only Cost | With Lustre or Gloss Print |
|------------|-----------------|----------------------------|
| 6" x 4"    | \$14.95         | \$16.05                    |
| 5" x 7"    | \$15.95         | \$18.05                    |
| 8" x 10"   | \$19.95         | \$25.95                    |

|                                  |                   |
|----------------------------------|-------------------|
| Metal Stands                     | \$7.50 each       |
| Archival hinge mounting of print | \$10.00 per print |



\* Order 5 or more frames in a single purchase and receive 10% off

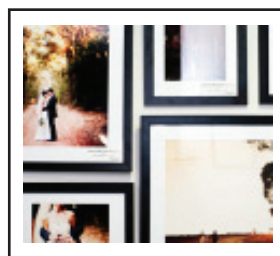
### BLACK FRAMES & BOX FRAMES

Our Black frames come with a black moulding and a white mat.

Our Box frames are available in either a Black, White or Walnut moulding with a white mat.

| Print Size          | Frame Only Cost | With Lustre or Gloss Print |
|---------------------|-----------------|----------------------------|
| 6 x 4"              | \$36.00         | \$47.10                    |
| 5 x 5" & 5 x 7"     | \$36.00         | \$48.10                    |
| 8 x 8" & 8 x 10"    | \$46.00         | \$62.00                    |
| 8 x 12"             | \$46.00         | \$62.00                    |
| 12 x 12" & 11 x 16" | \$56.00         | \$78.65                    |
| 16 x 20"            | \$76.00         | \$114.00                   |
| 16 x 24"            | \$84.00         | \$131.50                   |
| 20 x 30"            | \$98.00         | \$145.50                   |

|              |             |
|--------------|-------------|
| Metal Stands | \$7.50 each |
|--------------|-------------|



\* Order 5 or more frames in a single purchase and receive 10% off

\* Square Box Frames are available on request, please ask our friendly staff for more information

# FRAMING

Custom

Exclusive custom frames made to order using the best Archival Materials. Why bother with the hassle of taking your prints to a framer when we can now do it all here for you!

Available in a choice of Classic and Deluxe mouldings in a carefully selected range of colours. Prices include complete assembly and mounting of print.

| Print Size<br>Dimen. | + Matt     | Classic<br>Clear | Non<br>Refl. | Deluxe<br>Clear | Non<br>Refl. |
|----------------------|------------|------------------|--------------|-----------------|--------------|
| 6x4"                 | 5/6 cm     | \$63.00          | \$83.00      | \$75.00         | \$99.00      |
| 5x7.5"               | 5/6 cm     | \$63.00          | \$83.00      | \$75.00         | \$99.00      |
| 6x9"                 | 5/6 cm     | \$63.00          | \$83.00      | \$75.00         | \$99.00      |
| 8x10"                | 5/6 cm     | \$63.00          | \$83.00      | \$75.00         | \$99.00      |
| 8x12"                | 5/6 cm     | \$72.00          | \$98.00      | \$85.00         | \$114.00     |
| 10x12"               | 5/6 cm     | \$72.00          | \$98.00      | \$85.00         | \$114.00     |
| 12x12"               | 5/6 cm     | \$83.00          | \$114.00     | \$99.00         | \$134.00     |
| 11x14"               | 5.5/6.5 cm | \$83.00          | \$114.00     | \$99.00         | \$134.00     |
| 11x16.5"             | 5.5/6.5 cm | \$95.00          | \$134.00     | \$112.00        | \$155.00     |
| 12x16"               | 6/7 cm     | \$95.00          | \$134.00     | \$112.00        | \$155.00     |
| 12x18"               | 6/7 cm     | \$138.00         | \$194.00     | \$163.00        | \$224.00     |
| 7x20"                | 8/9cm      | \$138.00         | \$194.00     | \$163.00        | \$224.00     |
| 16x20"               | 7/8 cm     | \$138.00         | \$194.00     | \$163.00        | \$224.00     |
| 20x20"               | 7/8 cm     | \$165.00         | \$237.00     | \$197.00        | \$277.00     |
| 16x24"               | 7/8 cm     | \$165.00         | \$237.00     | \$197.00        | \$277.00     |
| 20x24"               | 8/9 cm     | \$165.00         | \$237.00     | \$197.00        | \$277.00     |
| 10x30"               | 9/10cm     | \$165.00         | \$237.00     | \$197.00        | \$277.00     |
| 24x24"               | 8/9 cm     | \$207.00         | \$313.00     | \$238.00        | \$352.00     |
| 20x30"               | 8/9 cm     | \$207.00         | \$313.00     | \$238.00        | \$352.00     |
| 24x30"               | 8/9cm      | \$207.00         | \$313.00     | \$238.00        | \$352.00     |

Matt Dimensions listed are just a recommendation. Dimensions can be fully customised. We will happily quote you for any other sizes & dimensions not listed.

Classic & Deluxe Range : Black, White, Gold, Silver, Jarrah, Champagne & Mocha



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# STUDIO ART ALBUM

ALL BOOKS COME WITHIN A BOX, AND ARE ASSEMBLED FOR A SMALL FEE OF \$20!

The latest addition to our Studio Collection is the contemporary Studio Art Album. These traditional matted albums showcase one image per page with a single mat surrounding. Available in either a black or white vinyl cover, with mats being offered in both colours. All books have a front & back fly page, to really piece everything together.

For your ease, albums can be purchased fully assembled, or as a separate album with mats for you to assemble.

## 9x9" Studio Art Album

Print Size 5x7"

| Album Size | Album Only | Album inc. Mats | Album inc. Mats & Prints - Fully Assembled |
|------------|------------|-----------------|--|
| 10 sides   | \$52.80    | \$81.90         | \$122.90                                   |
| 20 sides   | \$70.40    | \$128.40        | \$190.40                                   |
| 30 sides   | \$88.00    | \$175.00        | \$258.00                                   |
| 40 sides   | \$105.60   | \$221.60        | \$325.60                                   |
| 50 sides   | \$123.20   | \$268.20        | \$393.20                                   |

## 12x12" Studio Art Album

Print Size 8x10"

| Album Size | Album Only | Album inc. Mats | Album inc Mats & Prints - Fully Assembled |
|------------|------------|-----------------|---|
| 10 sides   | \$70.40    | \$101.40        | \$181.40                                  |
| 20 sides   | \$99.00    | \$161.00        | \$301.00                                  |
| 30 sides   | \$126.50   | \$219.50        | \$419.50                                  |
| 40 sides   | \$152.90   | \$276.90        | \$536.90                                  |
| 50 sides   | \$180.40   | \$335.40        | \$655.40                                  |

## 11x14" Studio Art Album

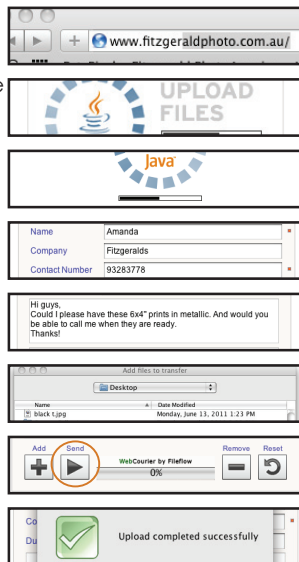
Print Size 8x12"

| Album Size | Album Only | Album inc. Mats | Album inc Mats & Prints - Fully Assembled |
|------------|------------|-----------------|---|
| 30 Sides   | -          | \$212.50        | \$412.50                                  |
| 40 Sides   | -          | \$273.00        | \$533.00                                  |
| 50 Sides   | -          | \$333.50        | \$713.50                                  |

# WEB COURIER

UPLOADING  
IS EASY!

1. Go to our website <http://www.fitzgeraldphoto.com.au>
2. On our home page on the left hand side you will find the Java icon with the text 'Upload Files' - click on it!
3. Your computer will start to download the Java Plug in (if you don't already have it).
4. Fill out all your details (including your Full Name & Phone Number).
5. Please fill in any additional details that we may need to know about your order.
6. Add the folder (see print prep for details) from your desktop [this will also grab all subfolders within it].
7. Press 'send'. Located at the bottom left on the upload window.
8. At the end of your UPLOAD you will notice a tab on your screen that reads "Upload completed successfully"
9. It's now up to us to download your order. **This may take up to an hour** depending on how many orders we have at that particular time.
10. Once we have downloaded your order you will receive a confirmation email to let you know that the "download has been successful"
11. If you don't get this email then you may want to contact us to confirm that we received your upload - please remember to allow at least an hour after your upload.
12. Job will then be processed and ready for your collection!!!!
13. *Don't forget to indicate in the message box whether you want to be alerted via SMS on completion of your order.*



## Our approximate turnaround times are as follows :

**For prints under 20x32" on Lustre :** 24 hours

**Gloss and metallic prints also under 20x32" :** day and a half

**Canvas :** 5-7 working days

**Inkjet Pearl, Gloss or Fine art :** 3-5 working days

**Finishing & Mounting :** 5 - 14 working days

\* Please note these times are a guide only. Times may vary.

**HAPPY UPLOADING!!!!**

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# FILE PREPARATION

## Please supply files for printing as follows:

1. 8 Bit (**not** 16 Bit)
2. RGB (**not** CMYK)
3. Flattened images (**no layers**)
4. Sized at the correct dimensions for the print required.
5. 300 dpi in either a TIFF or JPG format
6. No additional channels
7. Embedded working colour space (e.g.: Adobe RGB or sRGB)
8. File names to be less than 10 characters long
9. Avoid using "&,(?<> etc characters

## Please prepare multiple files for printing as follows:

Arrange files in folders according to :

1. Print output sizes - in inches
2. Quantities
3. Borders
4. Paper Surfaces

