



Senior Portrait Information Guide

Your source for Packages, Products and Pricing

763.263.6974



Your Order Appointment is _____

This time has been reserved especially for you. If you are unable to keep this appointment, please contact Kim or Chris at least 24 hours prior. Order on or before this date and pick a bonus offer!

- ☐ FREE iPhone cover (4 or 4s) ☐ 2 FREE pose selections
- ☐ FREE Facebook digital wallets from all ordered wallet poses

Order Checklist

To simplify your ordering process, it helps to make a list prior to your scheduled order appointment. Just fill in the blanks with your needs and we'll help you with the best sizes and poses.

Main Portrait:

Room: _____ Ceiling Ht. _____ Wall Width _____

Placement

- ☐ Over Fireplace ☐ Above Sofa ☐ Above Loveseat/Chair
☐ Over Accent Table ☐ Other _____

Frame Style: _____

Mom's Work: _____

Dad's Work: _____

Grandparents: _____

Grandparents: _____

Brothers/Sisters: _____

Aunts/Uncles: _____

Boyfriend/Girlfriend: _____

Godparents: _____

Other: _____



FREE Family Session

Get a free family session with your senior portrait order good anytime through June 30, 2013. PLUS, receive 10% off your family portrait order.

It's our gift to you that will grow more precious with time as you remember this milestone year in the lives of your child and family.

Complimentary portrait consultation is included.

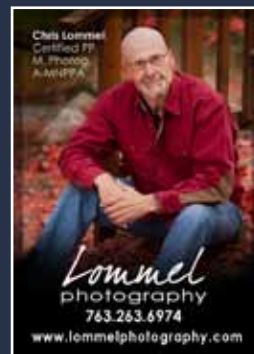


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Scanning any Chris Lommel Photography product or image is against the law. It compromises the integrity and quality of our work. This includes but is not limited to: Scanning wallets or proofs on home computers, putting images on a website, putting images on photo products and scanning images to e-mail, Facebook or other social media. Please respect the hard work and effort that goes into creating these valuable images for you.

We are in business to serve and please you. Our ability to do that effectively depends on maintaining the copyright to images we create. Thank you. We appreciate your business!

Commonly Asked Questions:

Q: How much do senior portraits cost?

A: It depends on what you want. Our senior portrait customers spend from \$200 to more than \$1,000. It is most important to get what you want and need to experience a fulfilling senior year in high school. The memories and photographs from this year will last a lifetime.

Q: There are so many poses to choose from, how do I decide what to order?

A: Look through the Preview Album and make note of the poses and expressions that appeal to you. Positive first impressions of certain images often indicate it will be a lasting favorite. We will be glad to offer our suggestions and recommendations on pose selections and display options. We recommend a portrait album with 10 or more poses.

Q: What if seniors and parents have different opinions about pose selection?

A: No problem. Often seniors will choose wallet poses that are different from those their mom and dad want to hang on their walls. We can help you find solutions to differences of opinion and accommodate everyone's needs.

Q: Can I save money by purchasing a package?

A: Money saving **packages are listed on pages 4 & 5** of this guide and offer you up to 30% in savings over a la carte portrait pricing.

Q: How many wallets should I order?

A: On average, seniors order 144 to 192 or more wallets from three to five poses to share with family and friends. Some wallets are enclosed with traditional graduation announcements. Wallet reorders are common throughout the year. You will save money by ordering more wallets with your original order. **Wallet specials are listed on page 7.** For multi-pose designs, see "Extreme Wallets."

Q: Do you have graduation announcements and open house invitations?

A: We offer a complete line of photographic announcements, invitations and thank yous. Offerings include everything from traditional economy slimline cards to custom designs to suit your special needs. These can be preordered in the summer and fall then finalized in the spring.

Q: Can I scan my portrait to make my own announcement or take it to a one-hour lab or printer?

A: Our professional image depends on controlled quality reproduction of images made by Chris Lommel Photography. We have invested years of education, time and resources into the creation of your professional portraits. Federal copyright law protects your portrait investment and maintains the high quality and integrity of our work.

Q: Can I order more portraits later?

A: Our senior portrait prices are honored through your senior year. The poses you order from are stored for five years in our files. Poses that are not ordered from are gone after June 15 of your graduation year. Portrait orders after one year incur a reorder fee of \$20 per order.

Q: When will my portrait order be ready?

A: The specialized retouching and enhancement work done to your chosen portraits, along with custom framing, takes about four to six weeks to complete. We will notify you by phone, e-mail or postcard when your order is ready to pick up.

Q: Can I get my Preview Album?

A: Preview Albums (Reg. \$95) are available for sale with orders over \$249. They are included free of charge with packages and orders of \$795 or more.

Portrait Packages

SAVE
30%

Ahead of the Class

Choose

7 →

Your choice of poses

- 1 - 20x24 Framed* OR Art Panel (pg. 6)
- 2 - 8x10s Framed* • 6 - 5x7s • 4 - 4x5s
- 192 Wallets • "Expressions" on DVD
- 8-place folio • Preview Album
- Senior Storybook Album • 2 Mini Accordion Folio
- 50 Announcements • 2 Grad Party Signs
- 2 Framed Desk Sets

\$1,995 • (Reg. \$3,000+)

SAVE
25%

The Valedictorian

Choose

6 →

Choose your favorite 12 poses

- 1 - 16x20 OR Art Panel (pp. 8-9)
- 2 - 8x10s Framed* • 4 - 5x7s • 6 - 4x5s / 4x
- 192 Wallets (includes Platinum Wallets)
- "Expressions" on CD • Preview Album
- Your favorite 10 poses in a 5x7 Designer Album
- 8-place folio • 50 Announcements

\$1,495 • (Reg. \$1,979)

SAVE
20%

The Salutatorian

Choose

5 →

Choose your favorite 9 poses

- 1 - 16x20 Framed* OR Art Panel (pp. 8-9)
- 2 - 8x10s Framed* • 6 - 5x7s • 6 - 4x5s
- 144 Wallets
- 50 Announcements • Preview Album

\$1,295 • (Reg. \$1,613)

Bonus Options

- 8x14
Personal
Poster with
"Class of
2013"



- 8x14
Personal
Poster frame

- Add a pose to your package
- "Extra Value" 5x7 or smaller Gift Portrait
- 1 Facebook Digital Wallet to view online and on your digital devices.
- 2 Portrait Keychains
- 8 Wallets of any pose
- Personalization of one wallet pose (\$10 value)
- 10 free Grad Cards
- Facebook Timeline design = 2 items
- Grad Party sign = 3 items
- iPhone photo cover (for 4 & 4s) = 3 items
- Dry Erase Photo Board
- Upgrade your 8x10 or larger to a Standout



ADD a POSE to any package for only \$15 (includes retouching)

Portrait Packages

The Graduate

SAVE
15%

Choose your favorite 7 poses

1 - 16x20 Framed* OR Art Series (pg. 6)

Choose

← 4

1 - 8x10

4 - 5x7s • 4 - 4x5s

192 Wallets

(48 - 48 - 48 - 48)

25 Announcements • Preview Album

\$995 • (Reg. \$1,124)

Extra Values

Gift Portraits

Add to any package purchase, matte finish

(Add \$15 per pose if not in package)

11x14 \$145 (Reg. \$195)

8x10 \$55 (Reg. \$75)

5x7 \$30 (Reg. \$45)

4x6 \$30 (Reg. \$45)

4x5 \$30 (Reg. \$45)

The Varsity

SAVE
15%

Choose your favorite 5 poses

Choose

← 3

1 - 11x14 Framed*

1 - 8x10

4 - 5x7s • 4 - 4x5s

25 Announcements • Preview Album

\$795 • (Reg. \$930)

Options

- Substitute 2-5x7s, 2-4x5s or 2-4x6s for 1-8x10 in any package.
- Order your graduation announcements in the spring. Please allow two weeks for design and proofing via email.
- Poses selected for package include professional retouching and color preparation. Further image enhancements can be made for an additional charge.

The Freshman

SAVE
10%

Choose your favorite 3 poses

Choose

← 2

1 - 8x10 Framed* • 4 - 5x7s

4 - 4x5s or 4x6s • 8 Wallets

\$495 • (Reg. \$554)

Basic

SAVE
10%

Choose your favorite 1 poses

Choose

← 1

1 - 8x10 Framed*

2 - 5x7s • 1 - 4x5 or 4x6

\$245 • (Reg. \$270)

Enhancements

Enhanced Retouching (acne) \$12-35
(Per person, per pose)

Glass Glare \$15
(Per person, per pose)

Stray Hair. \$15

Braces Removed. \$45

Whiten Teeth \$10

Whiten Eyes \$10

Remove Tan Lines \$15

Head Switch. \$15

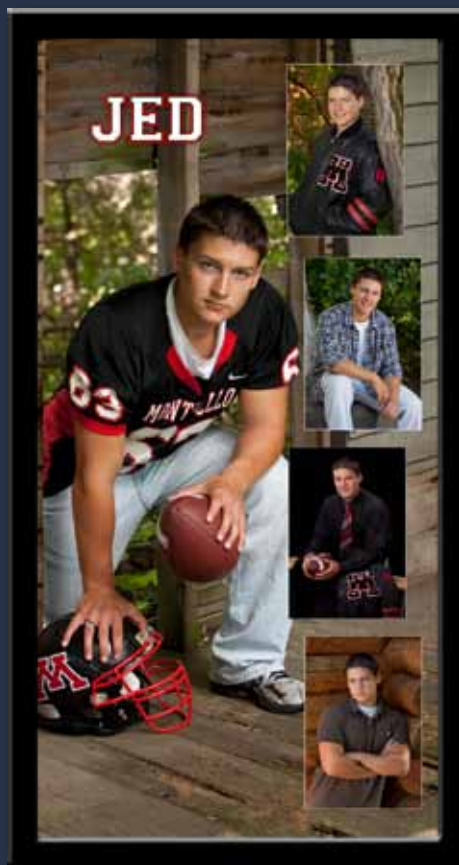
Head Switch (complex) \$35

* Includes lustre or textured finish & selected frame styles shown on page 10.

Art Series

Lommel
photography

lommelphotography.com



Add unique portrait art pieces to your package. Includes retouched images, name and framing.*

If ordering an Art Series piece without a package purchase, add \$100 to each price listed.

* Frame upgrades available starting at \$25

The 4+1

5 images in a framed collage

15x30 - \$395 w/pkg.

10x20 - \$295 w/pkg.



The Cube

4 images in a framed collage

20x20 - \$295 w/pkg.

10x10 - \$195 w/pkg.



5x20 w/pkg.

\$195 w/pkg.

Art Strip

5 or 8

framed images



5x30 w/pkg.

\$245 w/pkg.



Storyboard

9 images in a framed collage

20x24 - \$395 w/pkg.

16x20 - \$325 w/pkg.



3 & 1 - framed collage

20x24 - \$395 w/pkg. 11x14 - \$195 w/pkg.


16x20 - \$295 w/pkg. 8x10 - \$95 w/pkg.

More Art Series styles are available.

Wallet Special Offers with your Package



Wallet Portraits


8 wallets (one pose)	\$19
16 wallets (one pose)	\$29
24 wallets (one pose)	\$34
48 wallets*  (one pose)	\$55



*Facebook Digital Wallets included FREE with wallet orders containing 48 or more wallets per pose.

A legal and high quality way to get your senior portraits on Facebook

3 Ways to get them FREE

- Get two FREE on Facebook after your session
 - Get more, with selected wallet packages
 - Additional digital wallets - \$39 each.
-  • Get all your ordered poses as digital wallets with senior portrait orders of \$1,000 or more.



Personalized Wallets

Personalize your wallets with your first name or name and year in the color of your choice.

*Refer
to font
choices
on page
10*

**Add \$10
per pose**



Extreme Wallets

**50 Wallets
\$125**

**100 Wallets
\$195**

Extreme wallets are business card size and printed on both sides on heavy paper stock. Wallets are coated with lacquer, giving them protection and a high gloss appearance. Select from four different front and four different back designs. Mix and match front and back designs to make yours even more unique.

Wallet Quad

Choose your favorite 4 poses
48+48+48+48 = 192 Wallets

\$179 (Reg. \$396)



Wallet Triplet

Choose your favorite 3 poses

48+48+48 = 144 Wallets

\$129 (Reg. \$297)



Wallet Twin

Choose your favorite 2 poses

48+48 = 96 Wallets

\$89 (Reg. \$198)



Create a Collection Folios, Albums & DVDs

Traditional Art Folio
8-place Folio
\$195



Designer Album
The perfect coffee table album
that holds 10 5x7 portraits
\$295

*Retouching - Album, Portfolio,
Accordian Mini Folio*
\$45 one-time fee covers all standard
retouching and color enhancing

Designer Collage Folio
Up to 9 images - \$195



4x10 framed Desk Set with
Create-a-Package purchase
\$85 or 2 for \$145 (same
design and poses)
Perfect for Grandparents!

Mini Accordion Albums
2 / \$89 • 3 / \$109
Perfect for Grandparents!



Standard Album
A great album to display variety
from your session
\$45 for cover plus \$15 per image
(Minimum 10 images)



Senior Story Book
The ultimate custom creation
8x8 - Up to 35 images - \$445
10x10 - Up to 40 images - \$495

Senior Memory Book
\$35 for cover plus \$12 per image
(Minimum 10 images)

Have all the images from your session mixed into a music
video slideshow. We'll provide your video on Facebook a
CD for computer viewing and
a DVD for just \$295 with any
package purchase.

FREE with orders of \$1,495 or
more.



20-image 5x5 spiral-
bound
flip book
with orders \$1,000+
\$75 (Reg. \$150)

763.263.6974

Lommel
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Graduation Announcements

Grad Cards are included in most packages. Enjoy the discounted announcements now, then call the studio next spring with your open house date, time and other details.

Quantity	1-Side	2-Side	4-Side Folded
25	\$55	\$79	\$119
50	\$99	\$119	\$169
75	\$145	\$159	\$219
100	\$189	\$199	\$269

Add a childhood photo of the grad. Scans of non-copyrighted photographs - \$10 each. Proofs emailed for your review and approval.



Grad Party Signature Book

Your portraits with plenty of space for your Grad Party guests to sign in a soft cover album. Upgrade to a hard-cover book for just \$30 more.

8x8 - Up to 10 images - \$195

10x10 - Up to 15 images - \$245



Yearbook Portraits

As a service to our senior portrait customers we will supply a yearbook wallet or image via email or on CD to your school after you have informed us of your chosen pose selection. These portraits will be made and delivered to your school free of charge after a \$200 down payment is received on your portrait order and if your pose selection is received at least **2 WEEKS** before your school's deadline.

Yearbook portraits made from pose selections received after deadline are **\$15 each**.

The best poses for yearbook selections are head and shoulders with simple backgrounds. Some schools have specific requirements. Please inform us of any other special considerations for yearbook photos.

There is no charge for retouching if pose is selected with a package or a-la-carte portrait purchase. If no other portraits are ordered from this pose, retouching can be ordered for \$15.

Font Choices

These fonts are available on all custom products.

Lucida Calligraphy

PUSSycat

Varsity

Marcelle Script

Crayon

Arial Black

Rage Italic

Century Gothic

Adine Kinberg Script

Adorable

Dali

Fashion

Amber

Digital Image Files

High Resolution fully retouched and custom prepared digital image files suitable for printing up to 8x10 with copyright release for personal use. Prices include 1 - 5x7 professional photographic paper print.

Poses	a la carte	w/ Package
Single Pose	\$395	\$195
2 Poses	\$495	\$295
3 Poses	\$595	\$395
4 Poses	\$695	\$495
5 Poses	\$795	\$595
6 Poses	\$895	\$695
7 Poses	\$995	\$795
"Salutatorian" package		\$95 each
"Valedictorian" package		\$45 each
"Ahead of the Class" package		Included

Image files are delivered in jpeg format via your choice - CD, internet download link or email.

You'll want to hang your portraits in your home right away. We offer a full line of quality custom made frames.

- **SAVE 10%** on your frame purchase when ordered at the same time as your initial portrait order.
- **PLUS**, if your Lommel Photography-framed print is ever damaged, we offer a no-cost replacement.

Package Frame Styles

Choose from these frame selections for framed portraits included with packages. Upgrades available.



HC 1523

L - 280 Oak



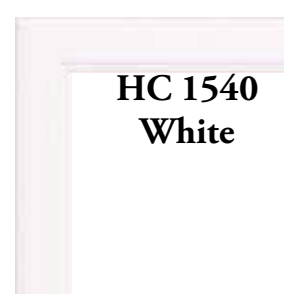
HC 1524

L - 280-OB Oak



HC 1526

L - 285 (Black/Silver or Oak/Gold)



HC 1540
White

A la carte Portrait Pricing

(Without Package Purchase)

* Pose Selection - \$15 per pose includes custom image preparation and basic retouching.
(Included with Special Portrait Packages and Collections.)

Designer Wall Portraits

<u>Lustre Finish</u>	<u>Textured Finish</u>	<u>Standout Lustre</u>	<u>Gallery Wrap</u>
40" - \$595	40" - \$635	40 x 30 - \$635	40" - \$695
30" - \$395	30" - \$425	30" - \$495	30" - \$545
24" - \$345	24" - \$365	24 x 24 - \$345	24" - \$435
20" - \$275	20" - \$295	20" - \$235	20" - \$325

Gift Portraits

<u>Lustre Finish</u>	<u>Textured Finish</u>	<u>Standout</u>	<u>Gallery Wrap</u>
11x14 - \$195	11x14 - \$215	11x14 - \$145	\$225
8x10 - \$75	8x10 - \$85	8x10 - \$85	n/a
5x7 - \$45	5x7 - \$55	n/a	n/a
4x5 / 4x6 - \$45	4x5 / 4x6 - \$55	n/a	n/a

Wallet Portraits

Quantities Per Pose

96 Wallets - \$159	24 Wallets - \$59
72 Wallets - \$129	16 Wallets - \$39
48 Wallets - \$99	8 Wallets - \$29

Art Series & Specialty Products

- **Art Series** framed and standout collage - See page 6 for package and a la carte pricing
- **Desk Sets** - Page 9
- **Framing** - 10% discount with original order. Prints guaranteed for life when framed by Lommel Photography
- **Albums & Folios** - Page 8
- **Grad Announcements** Pg. 9

Studio Terms and Policies

Ordering

Please schedule your ordering appointment on or before the date listed on the cover of your Preview Album. Prompt decisions and ordering provide you with the highest level of service and give you the opportunity to share your portraits with family and friends without delay. We will schedule a half hour or more to work with you on selecting your portraits and framing. If for any reason you need to change your ordering appointment please call the studio to schedule a new time.

Rescheduling and Missed Appointments

If you need to reschedule your order appointment, please give 24 hours notice so that your time can be given to someone else.

Please reschedule cancelled appointments within seven days to maintain all coupon or special offers.

Payments

The session fee and \$200 down payment is due at the time of your session. The \$200 applies to your portrait order. When placing your order, 50% of the balance is due to begin processing your order. Balance of payment is due when your order is completed. Orders must be picked up within 30 days. Payments by VISA, MasterCard, Discover are accepted. Checks should be made out to Lommel Photography. Returned checks incur a service fee of \$25. Minnesota state sales tax applies to all orders.

Delivery and Shipping

Your finished portrait order and framing will be ready in four to six weeks at which time you will receive a call and/or a postcard notice by mail. No part of the order can be picked up unless the balance is paid in full. If not picked up within 30 days, service charges of 1.5% (\$2 minimum) will be added. The studio is not responsible for orders not picked up within 60 days.

Why Copyright?

In 1976 the Federal Government passed a law making it illegal to copy materials protected by copyright, including professional photography. The portraits you have commissioned us to create are made by the finest craftsmen in the industry. Our studio invests heavily in training, education and equipment to provide you with a high level of quality photography. This quality cannot be duplicated or copied without suffering a severe loss of sharpness, color and clarity. Such a loss would reflect poorly on our professional reputation and work. Chris Lommel Photography has reserved the copyright on each portrait we create. In order for us to give you a written copyright release it must be for a product we do not offer. A minimum order is required. A release cannot be authorized for greeting cards, graduation announcements and reprints of any size. We sincerely appreciate your understanding and cooperation in helping us to maintain the highest levels of quality and integrity you have come to expect from Chris Lommel Photography.

Directions

- From Monticello, go north on Hwy. 25 across the Mississippi River bridge. Turn left on Co. Rd. 11, travel about 1/2 mile, turn right on Co. Rd. 50. Entrance is the first driveway on the left.
- From Big Lake, take Hwy. 25 South toward Monticello, turn right on Co. Rd. 11, follow 1/2 mile and turn right on Co. Rd. 50. Entrance is the first driveway on the left.
- From Becker, take Hwy. 10 East, turn right on Co. Rd. 11, follow to Co. Rd. 50, turn left. Entrance is the first driveway on the left.

Chris Lommel Photography

17540 Co. Rd. 50 SE

Big Lake, MN 55309

Located at the corner of

Sherburne County Roads 50 & 11

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