

# Tom McCall Photography, Inc.

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Greetings Newlyweds!

Enclosed please find proofs from your wedding day. The photos look great and we hope you will agree! The following are some pointers for you to consider when you sit down to order photographs for your album, which, by the way, we recommend doing as soon as possible. We've found that though it is an ambitious task to tackle, it's best done soon after the wedding while the photographs and memories are still fresh. Here goes:

- First and foremost, bear in mind that the enclosed proofs are like quick pencil sketches an artist would make before creating a painting. And, as you know, all the black and white images you choose for your final order are hand-printed. Our finished images feature more precise tones, lighting and detail and are cropped when needed. In fact, most of the proofs are already cropped by about 10% around the edges but know that the final images you select will be printed with full frame and an optional black border. *The enclosed proofs should be used merely as a guide to selecting your favorite moments and expressions.* They are not an indication of your final product. And, as you know, the final hand-printed photograph is an original piece of art work.
- Secondly, the proof books may seem incredibly overwhelming when you look through it. Relax. We recommend sitting by a bright light source, pouring a glass of wine and perusing the enclosed. Go through the proof books several times simply to let the images wash over you and don't feel like you need to fill out the order forms on the first run-through. That said, first impressions are usually right. *We request that you order your albums within the year.* If you wait til the babies start coming, you may never get your order in!
- When deciding what prints to order, if you are concerned about how a print will turn out enlarged, don't hesitate to call or email us. If there are any doubts regarding specific images or cropping requests, let us know.
- Remember that editing photographs for a wedding album is like telling a good story. There are punch lines, funny moments, climaxes, pauses, quiet reflections and subtle surprises. Of course, we will actually design the storytelling but the images to be included are your choice. Some clients like to use color coded sticky dots or Post-it markers to help with their editing process. It can be useful to write your selections down on a piece of paper by chapter. For example "rehearsal

dinner," or "formals." This way you can get a sense of how many images are in each chapter.

- Don't forget that designing and laying out the albums is part of our service to you. Just let us know what photographs you want included on the order forms next to each page.
- If you want to order additional pages for your albums, the cost is \$100 per page (including 2 7x10s) for the Bridal Album and \$70 per page (including 2 5x7s) for the Family albums. Some brides prefer to order another album, having Volume I and Volume II. Please call for a price quote if you are interested in this.
- To order the photos that you would like included, please designate your selections on the appropriate form next to each proof page with any special instructions, if necessary. We will assume all notations in the order forms are orders for photographs.
- When ordering your albums, please return the proof books to us with your orders in it and do not change the order that it is presently arranged in. That helps facilitate the ordering process for us and ensures accuracy. We will return the proof books to you when the order has been completed.
- I so dislike having to say the following but we say it to all of our clients anyway. And that is in the interest of maintaining the high quality of Tom's photography, all of the proofs are copyrighted. It is illegal under federal copyright laws to copy, scan or reprint any of his images.

If you want to order additional photographs, please make a note in the album order forms or use a separate piece of paper and send us the entire number on the back of the proof, the size and quantity. If you want to order any of these photographs before placing your album order, feel free to send the order to us or fax it to us at (410) 770-9698. Unless otherwise indicated, we will assume that you want us to ship and bill these orders to you. Prices for 5x7 images are \$25 each and 8x10s cost \$40.

Please do not hesitate to contact us with any questions or concerns you may have. I know the above is a lot of information to digest - not to mention the proofs themselves - so please let us know if we can help. We can be reached at (410) 770-9695 or email us at: [SMMcCall@aol.com](mailto:SMMcCall@aol.com).

Also, should you all want to order photographs for Christmas cards, we bend the rules only for the holiday season and offer our clients the opportunity to order machine-made prints (4x6) at \$4 a piece with a minimum order of 25. All other photographs are hand-printed. We encourage you to order these by at your earliest convenience allowing ample time for processing and delivery.

Enjoy the photos and, again, thanks for the privilege of documenting your wedding!