

CAROL HOLADAY  
digital photography for jewelry and small sculpture

**Pricing schedule 6-2013**

One = \$60

Two = \$50 each

Three or more = \$45 each

*Add \$5.00 for each additional set-up required (i.e., flat on glass, hanging).*

Detail shot(s) and/or alternate view(s) when requested \$25 each

Group shot – additional charge to be determined by number

Disc with contact sheet = \$2.00 each (large orders may require two discs)

**Note:** Prices are for “Small” jewelry size pieces such as a ring, pin, pendant, bracelet, detail of larger piece, etc. Single piece or earring pair.

“Large” jewelry size would be an *entire* necklace as opposed to a detail of the necklace. Add \$5 for each large shot.

“Small Sculpture” – no more than 1' X 1' X 1' Add \$5 for each one.

**What is included:** sizing and color correcting, putting images into five or more formats (TIFF, JPEG, DNG, RAW, plus sized for web.) Contact sheet.

**Extra:** special background papers that are not reusable will be charged at cost

**Optional:** Disc and exact copies of discs at time of original order = \$2.00 each  
Additional contact sheets = .50 for regular paper \$1.00 for photo quality paper  
Renaming and preparing files for special needs at later time = \$35 per hour  
Custom discs or additional discs at a later time = \$5.00 each

**Rush charge = + 50%** Rush is less than two weeks. Normal turn-around is two weeks.

**For larger work only:** Highly polished metal, faceted stones, and glass are a challenge to photograph, much like photographing multiple mirrors, and may require extra time to get it “right”. An adjustment may have to be made to the basic per item charge for these difficult pieces. We can discuss this issue before work begins.

**Tax** on labor and materials is .0825 (Pacific Grove)

**About the photo techniques:** Please note that I use “hot lights” and various set-ups. What looks “best” greatly depends on the work being photographed and the photographer’s idea of how it should be presented. See examples on my web site.

**Special instructions:** It is helpful to know what your expectations are. For example, is this a record shot, or are you planning to use it for a postcard? Do you want a tight cropping or more space around the object (where type might be inserted on a postcard for instance)? Do you prefer a light, dark, or gradient gray background; do you have a special color in mind, etc.? Do you need to match the style of previous photos? Is there a specific way earrings should hang? Please provide detailed instructions. If I have to re-shoot because you forgot to be specific about your requirements, I will have to charge extra for my time.

Please have titles or code numbers on pieces (or in bag with each piece). Check that your work is clean and dust free. Wrap and box your work carefully.

A few more facts about the photos:

Image proportion as created by the camera is equal to 1 x 1.5. This is the same as the proportions for a slide and equal to a 4 x 6" print (or postcard), or an 8 X 12" print.

Images may be shot as verticals or horizontals, usually determined by the piece being photographed but can be optional when several images need to look "good" together. Generally, in an image with a gradient background, the dark area is at the top of the photo and the light is at the bottom so that the top recedes. Occasionally, this is reversed for some reason.

If files must be a special size and type different from what I normally do, please be sure I know that in advance.

If files are submitted for publication, please include photo credit. Thank you.

Carol Holaday