

What is Platinum Membership?

Platinum membership is intended to identify and reward our loyal clients with an elite level of service. For a small monthly fee Platinum members receive an array of valuable benefits.

What does becoming a Platinum Member get me?

The primary benefits to Platinum membership are:

1. 15%-20% discount on our most popular editing services, including rough editing, color correction and artistic editing.
2. One free album design after every four album designs submitted. (This averages out to an overall 20% saving on all album designs.)
3. Two studio sample album discounts per year, at 40% off our regular design fees.

We reserve the right to add new benefits to the Platinum membership at any time!

What does it cost?

Our Platinum membership is \$79 per month. This monthly fee is charged to the credit card you have on file on the first day of each month. There is a one month promotional period for only March of 2010 where you can join at a reduced rate of only \$59 per month. To take advantage of this special you must join *before* April 1, 2010.

Why should I pay a monthly fee to use your service?

While there is a fee to become a Platinum member, the intention is for membership to be a reward, not an additional expense. For those photographers sending in any significant amount of work the discounts more than compensate for the amount of the monthly fee.

How do I join?

Simply send us an email (info@mylavalu.com) with "Make me a Platinum Member" in the subject line. The first monthly fee will be charged to your account on the first of the following month.

I don't have that much work to send in until summer. Can't I just wait and join then?

Yes, you can. You will be joining at the regular rate of \$79/month, so if you intend to be a Platinum member for a long time, and you are reading this before April 1, 2010 you

may want to simply join now for the long-term savings. But it is your decision.

What if I change my mind after joining?

There are no contracts involved in this membership and you may cancel anytime. Simply alert us to your desire to downgrade to a Basic membership before the 1st of the next month. Previous membership fees are non-refundable even if no orders were submitted during your membership.

I was planning on sending you a lot of work, but I don't want to pay an extra monthly fee, and I didn't factor that into my wedding pricing for this year. Should I be upset?

Assuming you send in any volume of work at all (one wedding per month for example) the savings will more than compensate you for the monthly fee, and if you send in additional work your savings will be extremely significant. Plus the "Buy Four get One Free" album design promotion and 40% studio sample design discounts are additional savings that make it a no-brainer.

The monthly fee is entirely optional so you simply need to figure out what is in your best interest. With no contracts and no commitments, it really is a no risk situation whichever way you decide to go.

What if I don't want to pay for a Platinum membership, will I be treated like a second class citizen?

No, of course not! We will always maintain our reputation for unsurpassed quality and customer service for all of our clients. If you choose not to upgrade, you are automatically a Basic member, and are extended all of the same services as our Platinum members. Our Basic member prices are extremely competitive and are still designed to give you a fantastic value for the level of customized service you receive, with no monthly fee required.

Additional FAQs for the "Buy Four get One Free" album promotion

What is an eligible album?

An eligible album is one that was ordered after the start of this promotion (March 1, 2010), while a client was a Platinum member, and was paid "full price" for. Ineligible albums include, but are not limited to, ones ordered prior to the start of this promotion, ordered by Basic members, ordered with a studio sample discount or with any other type

of discount, gift certificate or promotion.

What size is the free album?

We simply average the price of the design your four eligible albums, and that average is your design credit towards your fifth album. For example, if you ordered two albums at \$200 and two at \$300 your fifth album would have a \$250 credit.

How do I redeem my free album?

We do not currently have a method in place to track who is due a free album credit. Thus you must keep track on your side and request your free album once it is earned. To do this, simply place your album order as usual, and make a note in the comments section that you are redeeming your free fifth album, and include the reference names of the previous four eligible albums. We will double check your eligibility, calculate the amount of your credit, and then apply the credit to your account. We apologize for the inconvenience of having to track this manually and hope to have a more automated system in place in the future.

Additional FAQs for the “Studio Sample Design Discount”

What is the Studio Sample Discount?

It is a 40% discount off our regular album design prices. This benefit is for Platinum members only and is limited to two per year.

Can I use the discount for a client album?

No. This discount is intended to be used only in applications where the purpose is to promote your business to bring in more work. Appropriate examples are in-studio sample albums or venue sample albums. We trust our clients to use this benefit only for its intended purpose. We offer this discount in the spirit of partnership as we know that our success is dependent on yours, and sample albums are a fantastic sales tool.

How do I redeem the studio sample discount?

Simply place your album order as usual and indicate in the notes section that this is a sample album, you are a Platinum member, and you wish to use one of your sample discounts. The 40% discount will then be applied to your invoice.

Most album companies, including our preferred album partner Finao, offer sample

album discounts as well. By combining these two discounts together creating a sample album is more affordable than ever and leaves you able to have fantastic up-to-date samples of your best work.