

Pricing and Services Guide

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Section 1: Our most popular post-processing services for wedding photographers

Rough Editing

\$0.07 per image

(Platinum members \$0.06 per image)

Rough editing is the process of evaluating all of the images captured at an event, and selecting those which will be delivered to your client. This service is priced based on the total original number of images. The photographer may provide Lavalu with the target number or range of images they would like the shoot to ultimately reach. For example, if you capture 1,000 images the total price for rough editing will be \$70 (\$60 for Platinum members), regardless of whether you would like us to select 200 or 800 “keepers”.

Raw Processing

\$0.26 per image

(Platinum members \$0.22 per image)

Raw processing involves individually adjusting color, exposure, saturation and contrast and outputting high quality jpegs suitable for client delivery.

Jpeg Color Correction

\$0.28 per image

(Platinum members \$0.24 per image)

Jpeg color correction involves all of the same steps as raw processing (individually adjusting color, exposure, saturation and contrast and outputting high quality jpegs suitable for client delivery) when the original file is a jpeg file. Please note that better final results are obtained when starting with a raw file, thus we always recommend shooting raw when possible. You will get better results and save money in processing as well.

Cropping

\$0.10 per image

Any cropping requested during color correction will be billed at our cropping rate of \$.10 per image.

Artistic Editing/Retouching

\$55 per hour

(Platinum members \$45 per hour)

Artistic editing involves any process that would normally be done in Photoshop to enhance an image prior to client delivery, including, but not limited to, black and white conversions, sepia conversions, retouching, burning and dodging, and any other special effects. We allocate our artistic editing time according to your preferences. Typically those conversions that can be batch processed are done first, followed by facial

retouching of key images. Remaining time may be spent applying special effects, removing distracting elements, swapping eyes in group photos, etc. Most of our clients who deliver “finished” proofs to their clients usually request from 3 to 5 hours of artistic editing, depending on the size of the wedding. Portrait photographers typically enhance their photos with one to two hours of artistic editing.

Proofing

\$30 + \$0.20 per image

We are happy to order your proofs for you at our partner lab for a fee of \$30, which covers prepping and uploading the files, and shipping your printed proofs directly to your door via UPS ground.

Section 2: Album Design Services

Custom Flush Album Design, Basic

\$4.5 per image

(Platinum members receive one free album after every four qualifying purchases)

This affordable album design is the cost effective solution for your simple engagement albums, baby books or anything else where the design is very straight forward. This option includes the same features as our Level One design below.

Custom Flush Album Design, Level One

\$9.75 per side

(Platinum members receive one free album after every four qualifying purchases)

Level One design service includes a completely custom design, an online gallery for your review and approval and delivery of layered Photoshop files with no charge for any revisions. Any requested retouching will be billed at our normal rates.

Custom Flush Album Design, Level Two

Level I plus \$25-\$50 plus the cost of prints (if applicable)

Lavalu will prepare your albums spreads for print and deliver the required items (prints, digital files, etc.) necessary to place your album order directly to the album binding company for a fee of \$50. The completed album will be delivered directly to you and the album binding costs will be billed to you by your album company.

For clients wishing to use our preferred album partner Finao (www.finao.com) for their binding, albums are ordered and billed directly through Lavalu and the ordering fee is reduced to \$25.

Any requested retouching and the actual cost of prints where applicable will be billed at our normal rates.

Matted Album Design, Level One

\$4.5 per image

(Platinum members receive one free album after every four qualifying purchases)

Matted album (i.e. Leather Craftsmen 800 series or similar) design services are priced at \$4.50 per image. This per image price includes designing a layout for the images, producing a virtual mock-up of the design for the photographer to share with their client, and sizing and sharpening the images to “print ready” standards. Any retouching that is requested will be charged at our hourly retouching rates.

Matted Album Design, Level Two

\$50 plus the cost of prints

in addition to Level One

We will review and number the final prints, fill out the necessary order form paperwork, and ship the completed order to your album company for you. The completed album will be delivered directly to you and the album binding costs will be billed to you by your album company.

Section 3: General Information

Shipping

Delivery via our ftp server is the standard method of file delivery.

USPS First Class/Priority is available for \$6 per order if you request Lavalu to ship files or other materials to you.

USPS Express is available for \$20.

Order Minimums

There is a \$40 minimum on each order. Photographers with smaller events are encouraged to group these events together to avoid incurring an order minimum fee. Different events may be grouped as long as all of the files are submitted together in a contiguous manner with one set of instructions for all files to be treated identically.

Methods of Image Submittal

We encourage all of our clients to utilize ftp as their method of image submittal whenever possible. Physically shipping files on portable hard drive or USB thumbdrive may require an extra 2-3 days of processing time. While Lavalu will still accept orders submitted on DVD, we highly discourage this method of file delivery due to the large number of issues we have continued to encounter over the past few years. If you do need to ship your files to us, we recommend using a portable hard drive or USB thumbdrive as they are faster, more reliable and convenient.

Payment Policy

All orders must be paid for in full at the time of delivery. Photographers must submit a Credit Card Authorization Form with their first order and Lavalu will keep your credit card on file with us to allow for seamless billing at the time each order is shipped. Alternatively, prepayment by check is also permitted.

Our Partner Lab

We are pleased to have www.prodopi.com as our partner lab. Pro DPI maintains excellent color standards to ensure that printed output matches our color calibrated monitors. While our photographer clients are free to have their prints made at the lab of their choice, any prints ordered through Lavalu will be printed at ProDPI.

Please note the file prep and upload charges detailed in the album and proofing sections of this guide.

Section 4: Platinum Membership FAQ

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 works 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 business day of each month.

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" and 40% studio sample album 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.