

**Licensing Agreement**  
**Please read for your protection**

Dear Client,  
Your photographs are the result of our education, experience, creativity and professionalism. We earn our living by providing you with this quality product. Frequently, our right to earn this living is violated when our work is unlawfully copied or reproduced either by an outside lab, or printed with an undesirable outcome if printed on your personal printer. As the creator of your portraits, Gilbert Frenn Photography, under the protection of federal copyright law, owns all the rights to your images. This includes the right to control the making of prints, photographic products and the right to regulate digital or online usage. It is illegal to copy or scan your prints or to screen capture, email, host or save your prints without permission.

**Terms of Usage**

Each image purchased from Gilbert Frenn Photography is licensed for use within a period of twenty-four (24) months from the date of delivery unless otherwise agreed to in writing for each instance.

**Inclusions**

**Electronic Files - Web resolution (72 ppi and smaller).** Each low resolution electronic file may be used for a single web site, included in a single multi-media computer presentation sites, multimedia presentation or additional users email requires the purchase of an additional license for each use.

**Electronic Files - High resolution (100 ppi and larger).** Each high resolution electronic file may be used for output by traditional printing methods on printing presses or output in desk top publishing methods on office printers for use in newsletters, brochures, sell sheets, business cards, reports and catalogs for the terms of the license and up to the quantity of the license uses included with the file. Images may be manipulated in photo-editing computer programs and combined with other images, graphics and/or text for output as indicated above.

Thank you for your cooperaton,  
Gilbert Frenn Photography

*Image is Everything*



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**GILBERT** *Frenn*  
**PHOTOGRAPHY**

**11401 W. National Ave. ~ West Allis, WI ~ 53227**  
**414-321-1335 ~ [www.frennphotography.com](http://www.frennphotography.com)**

# You've made the right choice!



Executives are portrayed as:

- individuals
- confident
- competent
- creditable.

Our photography sessions are efficient yet relaxed. Good impressions are vital in business. That's why our staff is here to help you with clothing and posing. It's the professional touch that makes the difference between a snap-

shot and a true portrait. We can take your portrait in our studio or we can come to you. Indoor and outdoor portraits available.



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## Business Portrait Bundles

### High Volume Bundle

**\$289** - (save \$143)

- digital enhancement
- 1 - 300 ppi print file with unlimited use
- 1 - 72 ppi web file
- \*25 - prints for reproduction

### Medium Volume Bundle

**\$225** - (save \$67)

- digital enhancement
- 1 - 300 ppi print file with up to 50 uses
- \*15 - prints for reproduction

**Bonus**  
**+ 1 Web File**  
**\$50.00**

### Low Volume Bundle

**\$185** - (save \$47)

- digital enhancement
- 1 - 300 ppi print file with up to 50 uses
- \*5 - prints for reproduction

**Bonus**  
**+ 1 Web File**  
**\$50.00**

\* prints for reproduction are from one pose  
Additional costs: tax and shipping when applicable  
Sitting fee not included in bundle price

Additional items may be added to bundles  
See Ala Carte prices

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## Ala Carte

### Prints for Reproduction

- \*1 - print 8x10 or smaller \$ 85.00
- \*5 - prints 8x10 or smaller \$105.00
- \*15 - prints 8x10 or smaller \$125.00
- \*25 - prints 8x10 or smaller \$150.00
- \*from the same pose

### Digital Files

300 ppi files are suitable for reproductions in brochures, annual reports and other printable documents. 72 ppi files are used for the web and emails. Time from for usage is 24 months.

- Single use 300 ppi or 72 ppi file - \$65.00
- 300 ppi or 72 ppi file - 10 uses - \$110.00
- 300 ppi or 72 ppi file - 50 uses - \$150.00
- 300 ppi or 72 ppi file - unlimited uses - \$200

### Digital File Extension

If you require additional usage licenses or need to extend the usage for an additional 24 months the following charges apply.

- 1 - 10 uses - \$ 50.00
- 11 - 50 uses - \$100.00
- unlimited uses - \$150.00

### Production Time

Normal production time is 5 working days rush service is available at the following rates:

- 4 working days. . . . . Add \$15.00
- 3 working days. . . . . Add \$30.00
- 2 working days. . . . . Add \$45.00
- 1 working day. . . . . Add \$60.00
- Same day. . . . . Add \$75.00

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## Clothing Tips For A Successful Business Portraits

Choosing the right clothing for your business portrait is important, especially if you are looking to make an impression.

**Men** - Suit and tie is recommended for the professional. If you are after a more casual look a dress shirt and tie is acceptable. The shirt should be full length sleeves. Clothing should be pressed and shoes polished.

**Women** - Dress, Dress suit, dress pants, blouse, tailored jacket. If you are wearing a blouse the sleeves should be full length. Clothing should be pressed and shoes polished. Wear your hair and make-up the way you normally wear it. Trying something new can result in a look you are not used to and be a disappointment to you.

### What colors to choose and what it says about you. . . .

**Black** - Black denotes strength and authority; it is considered to be a very formal, elegant, and prestigious color (black tie, black Mercedes).

**Blue** - Dark blue is associated with depth, expertise, and stability; it is a preferred color for corporate America.

**Grey** - Stability, Power, Trustworthiness, Conservative

**Red** - is the color of energy, danger, strength, power, determination as well as passion, desire, and love.

**Orange** - is the color of happiness, joy, creativity, determination, attraction, success, encouragement, and stimulation.

**Green** - is the color of growth, and harmony. Green has strong emotional correspondence with safety. Dark green is also commonly associated with money.

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## Portrait Session Fees

All images are captured with our state of the art high resolution digital camera system. Images are taken in color but can be transferred to black and white and include an unlimited number of poses. The selection of poses is then viewed at the completion of the session, unless indicated.

### Studio Sessions

One Person - \$34.95

Each additional person in the portrait - \$15

Change of clothing or background - \$15

### Studio Time Blocks

Studio time may also be reserved in one hour blocks of time at the rate of \$120.00 per hour, during which your employees may come in without an appointment to be photographed. Individual session fees do not apply. Additional time can be purchased in quarterly hour blocks at \$30 per quarter.

### Location Sessions

Location portraits in the environment of your choosing are billed at \$160.00 per hour, with a minimum of an hour, portal to portal. Quotes for specific assignments are available upon request.



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## Digital Enhancement

You've taken the time to select a professional, and you expect nothing less. It is our policy to enhance every image that leaves our studio, just one more reason your portraits will be set apart from the others.

What is digital enhancement and why do I need it?

Because of modern technology, from every digital file that you order from we will adjust for color balance, brightness/contrast and hue/saturation. Camera lenses have become so accurate and so sharp, that almost every pore, blemish and line on a person's face becomes exaggerated causing a roughness to the complexion. Basic enhancement creates the look for your portraits that your eyes compensate for in real life. From every image that you order our highly trained personnel will perform these tasks. For these reasons every image will carry an enhancement fee.

One person - \$17.00 per image

Two person - \$27.00 per image

Group of three to ten - \$52.00 per image

Group of over ten people - \$77.00 per image

### Additional Enhancement Services

Fix fly away hair	\$35.00
Remove Glass Glare	\$20.00 and up
Remove Braces	\$55.00 and up
Double Chin Removal	\$45.00
Removal of Skin Shine	\$15.00
Change Clothing Color	\$20.00
Problem Complexion	\$20.00
Body Part Exchange	\$75.00

Additional artwork done upon request.

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