

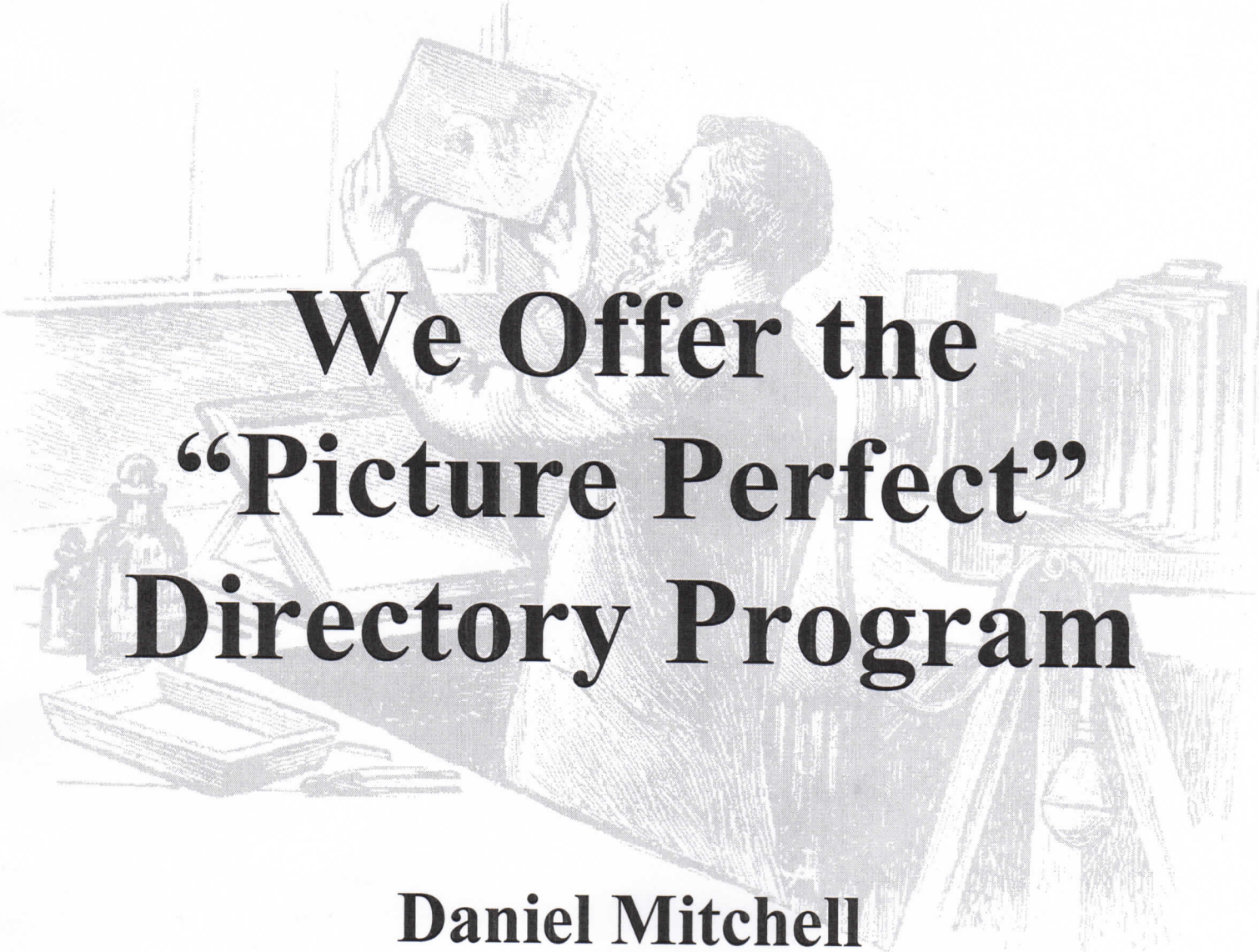
Northern Lights Gallery, Inc.

MITCHELL PHOTOGRAPHY

3798 Casey Road

Metamora, MI 48455

(810)796-2064 Fax (866)289-0861



We Offer the “Picture Perfect” Directory Program

Daniel Mitchell

Linda Mitchell

Owner/Photographer

Portraits by Daniel

Northern Lights Gallery, Inc.

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Less Work For You, Your Staff & Volunteers

● No Cost To The Church! ●

We minimize needed involvement by church volunteers and staff. Choose your own level of involvement in the process. That's up to you. We can gladly assume more of the responsibilities... so you don't have to!

- No phone committee needed! **The church office is not involved with appointments.** We process all the family portrait appointments. Online appointments and email and telephone reminders by the studio.
- "Hands Free" Directory Layout Program means we do almost all the work.
- Distribution of portraits can be handled by Studio—so your staff doesn't have to do it. Ask for details!

Fast Directory production in weeks not months!

*Work days are Monday thru Fridays. Holidays are excluded. Production schedules start from receipt of all requested and properly formatted content from Church.

Bigger Portraits Make Your Directory More Memorable!

Want BIGGER family portraits in your directory? Portraits large enough to see everyone clearly? We offer a format providing TWELVE family portraits per page.

More Activity / Ministry Pages (Additional Activity Pages are \$125 each)

- 100 Families Photographed = 6 Activity Pages
- 250 Families Photographed = 12 Activity Pages
- 400 Families Photographed = 18 Activity Pages
- 500 Families Photographed = 22 Activity Pages

No High Pressure Sales! No High-Priced Package Deals!

Having family portraits taken needn't be a Rip-Off! Our Digital Portrait Selection System (PSS) allows families to select just what they need, no more, no less, at discounted prices. In addition, we offer more variety and enhancements including minor retouching. Premium retouching will have an additional charge.

Truly "Professional" Photographers Provide Truly Memorable Portraits.

Our talented staff loves to work with families and children - and it shows in the quality of the portraits and customer service you'll receive. We recruit only the best photographers to work with us and I am personally on every job. You'll be pleasantly surprised with the results.

Complimentary Portrait CD for church Use.

We provide a CD featuring one digital image of each family photographed for the directory. Images provided are the optimal resolution for use on church website or other print reproduction needs. (Not suitable for portrait printing)

We Simplify the Directory Layout Process

Our innovative Directory Layout Technology (DLT) allows us to produce your Directory with a **MINIMUM** of effort on your part. We offer programs dependent on the amount of effort you want to contribute to the process.

Exclusive Directory Printing Features!

- Printing of Inside front and back covers at **NO EXTRA CHARGE**. That's like getting two **FREE** activity pages!
- Protective UV Treatment applied to covers increases durability and resists moisture.
- "Full-Wrap" cover option - "Wraps" your cover design from the front thru to the back cover.
- Personalization options available every directory can have its cover individually personalized with a miniature family photo makes a great keepsake!

The Digital Advantage

We're 100% Digital. This provides your church and its members with many advantages including faster directory production, faster portrait delivery, and many other unique features no available from film-based photography. Plus... no film to be lost in shipping or damaged in processing

Partnering for Publishing Excellence

Our directory publisher is a nationally known, award winning printer. We're proud to offer the highest quality printed directories in industry.

Shut-ins Aren't "shut Out" in Our Directories

We go out of our way to include Shut-ins in the Directory. We provide ways for them to participate. We'll even send a photographer to the nursing home. Ask for details! No charge if studio photographs the person or family. (\$15 charge for photos submitted by family for inclusion in family pages.)

Photo Journalism services Complimentary for you!

We want you to have GREAT LOOKING photos of activities, groups and classes for your directory. That's why we provide a professional photographer to take photos of the church board, choirs and musicians, religious ed classes, scouts, office staff and more! Ask for details.

Fund-raising for Your Church Ministries

Our optional Fund-raising plan provides you an opportunity to sell advertisement pages and share in the sales proceeds to benefit your church ministries. Let us show you how

We're Your Neighbor - We Want You to be HAPPY!

We're NOT one of those big, impersonal national companies that are here today and gone tomorrow! We're right from this area, and we'll treat you like members of our own family. We want your repeat business for your next directory, so we'll go the extra mile to take care of you.

Written GUARANTEE - We stand by what we say.

Others may tell you what they'll do. We put it in writing We'll provide our Written Guarantee covering key features of our program.

- No High-Pressure Sales
- Total customer Satisfaction
- Directory production in weeks not months
- Complimentary directory and one 8 X 10 family portrait** will be provided to each family photographed. No purchase necessary.

Let us show you just how GOOD Directories can be!

- ① The first step of the process is to meet with a committee to start the collection of photos for the activity pages. This step will start about three months before we start the family portraits. This will improve the completion of the directory soon after the family portraits are completed. We want this step completed before we start the family portraits.
- ② Step two will be to photograph the families.
- ③ Step three will be to review the proof of the book and correct any errors.
- ④ Step four is to print and distribute the directories.

All personal information will be kept confidential. We **will not** sell or give any information for marketing purposes to anyone. This includes names, addresses, phone numbers, and email list.

Mitchell Photography

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Turning Moments Into Memories

Complimentary 8x10 portrait is yours for taking the time to select your directory pose and previewing other portrait offers.

Your Church Membership qualifies you for a limited time offer of discounted portrait pricing listed below.

MINI PACKAGE

\$40

1-5x7 2-4 x 5's 4-wallets
7 portraits 1 pose

CUSTOM PACKAGE

\$75

1-8x10 2-5x7's 12-wallets
15 portraits 1 pose

POPULAR PACKAGE

\$100

5 Units & 3 Poses
Additional Units \$20.00

FAMILY PACKAGE

\$200

One 11x14
6 Units & 3 Poses
Additional Units \$20.00

DELUXE PACKAGE

\$260

One 16x20
6 Units & 3 Poses
Additional Units \$20.00

Additional Pose @ \$5 each

DON'T FORGET!

EVERYONE LOVES PORTRAITS!

Parents * Children * Grandparents * Photo Album
Brothers & Sisters * Aunts & Uncles
Babysitters/Daycare Helpers * Holiday Cards

PORTRAIT ENHANCEMENTS

No Extra Charge

- *Minor Retouching (upon request)
 - * Custom Cropping
 - * Black & White
 - * Sepia "Brown Tone" Effect
 - * Soft Focus Effect
- *Custom Retouching \$6.00 per Head

100% GUARANTEE

You must be satisfied with your results or we will gladly remake your portraits or refund your money.

Ala carte PORTRAITS Prices

1-5x7 \$18	1-8x10 \$25	1-11x14 \$90	1-16x20 \$150	1-20x24 \$200
1-4x5 Magnet \$25	1-5x7 4-wallets \$25	4-4 x 5 \$25	24-Folded Cards \$75	25-Slimline Cards \$50

FULL UNITS \$25 each



2-5x7



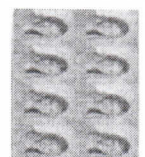
1-8x10



1-5x7 + 4 Wallet:



4-4x5



8-Wallets

Full Units \$25 each

HALF UNITS \$18 each



1-5x7



2-4x5



4-Wallets

Half Units \$18 each

An \$8.00 packaging/handling fee will be added

