

# WEDDING PRICING

## 2011-2012



  
**pure**  
PHOTOGRAPHY  
by LINDSEY TROFF

# WHAT MAKES IT PURE?

It's Pure because of a commitment to simplicity. My business is designed so that the pricing structure and policies are simple and easy to understand. Planning a wedding and hiring a photographer don't have to be confusing, and Pure is because I refuse to let it be.

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## INCLUSIVE PRICING

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As part of this commitment, pricing is inclusive. This means that every session I offer includes the DVD of images, something that is a necessity in this digital age. This also means that options are included in every product offered. There is no upcharge for specialty album covers. There is no upcharge for metallic specialty prints. I believe in simplicity so you can worry less about how much all the options and add-on's will cost, and instead enjoy your images and get the perfect products customized to you.

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## WHAT'S NEXT SYSTEM

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A recent innovation towards simplifying the process for my clients is the development of the "WHAT'S NEXT" system. This is a series of PDFs with checklists and information to assist clients in the process of choosing a photographer and then planning for their engagement session, what to do afterwards, etc. Each important milestone as we approach your wedding and do our sessions are accompanied by a PDF sheet to help clients with tips, information, and a "to do" list.

## CONNECT WITH ME

 [facebook.com/purehylindsey](https://facebook.com/purehylindsey)

 [@purehylindsey](https://twitter.com/purehylindsey)

## SIGNATURE PACKAGE

\$4800

I LIKE IT SIMPLE.  
ONE PACKAGE.

8 Hours Wedding Day Coverage  
(with) Lindsey Tropf + Assistant Photographer  
Engagement Session  
Full-Resolution Flash Drives of Images  
\$1200 Album Credit  
100 Event Cards

## WEDDING COVERAGE

\$3000

JUST WANT COVERAGE?  
YOU CAN BUILD FROM HERE.

6 Hours Wedding Day Coverage  
(with) Lindsey Tropf  
Full-Resolution Flash Drive of Images

# GET EVEN MORE

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## ADDITIONAL HOUR

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**\$300**

per additional hour  
(including second photographer for  
up to 8 hours, if added)

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## REHEARSAL COVERAGE

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**\$600**

rehearsal & dinner  
full-resolution images  
included on flash drive

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## ADD A SESSION

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**\$400**

2-hour engagement, bridal,  
or after session  
flash drive of full-resolution images

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## SECOND PHOTOGRAPHER

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**\$600**

assistant second photographer  
for coverage hours paid for,  
up to 8 hours generally



# HAVE QUESTIONS?

## “ WHAT DOES THAT ALBUM CREDIT GET ME?

A 10" by 10" custom album with 20 pages. The album pricing is towards the back of this booklet so you can look to your hearts' content. Most couples prefer around 40 pages in their albums and you may decide you want a different size... so the credit can be put towards any type of album you want!

## “ WHAT ABOUT TRAVEL?

I like to keep this simple too. If your wedding is a two hours' drive (Orlando, Tampa, Jacksonville, St. Augustine, etc.) then there are no travel fees. If you want me there really late or really early, we may need to get me a hotel for the night before or after so I'm not exhausted from being up at 6 am or falling asleep on the way home.

## “ WHAT ARE EVENT CARDS?

Small cards with engagement session images on one side and information about finding the wedding images on the other side. Talk to me about display ideas!

## “ NEED ME LONGER?

Just \$300 an hour for additional coverage, with up to 8 total hours for your second photographer. Talk to me if you need more, though!

## “ WHO IS THE ASSISTANT PHOTOGRAPHER?

Someone good. I promise.  
I can't guarantee a particular photographer until closer to the wedding date because other professionals will want to keep their dates open for weddings too.  
Their images will be edited into mine to all flow together.  
I consider them an "assistant photographer" because I still ask that you have me do all main aspects of your photography, like portraits, so that I can guarantee a consistent style throughout that will look better together in your album!

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ASK ME ANYTHING

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[lindsey@purehylindsey.com](mailto:lindsey@purehylindsey.com)

# WEDDING PHOTOBOOTH

## \$800

OPEN BOOTH FOR UP TO THREE HOURS

### PHOTOBOOTH IMAGES

in 8x8 album OR printed for guests  
on Facebook for guest use  
of course on your flash drive



ALREADY HAVE AN ASSISTANT PHOTOGRAPHER?  
Lucky you, you can get the photohooth for \$650 instead.  
Woohoo! :)

# GUEST BOOK

## \$400

### LOVE QUESTIONS GUEST BOOK

10x10" Guest Book with 30 pages  
uses images from the engagement session  
with awesome questions for guests to  
answer about you!

WHAT DOES JEFF LOVE ABOUT CHRISTINA?



WHAT DOES CHRISTINA LOVE ABOUT JEFF?



WANT IT TO COMPLEMENT YOUR WEDDING STYLE?

Get me a copy of your invitations so the colors  
and style can be adjusted.

# SIGNATURE ALBUMS

## CUSTOM DESIGNED FLUSH MOUNT

Base albums include 20 pages and any options or speciality covers.  
Additional pages are purchased two at a time, as facing "spreads."



### SQUARE

8x8	\$1000	\$70 / spread
10x10	\$1200	\$80 / spread
12x12	\$1400	\$90 / spread
14x14	\$1600	\$100 / spread

### FLIPBOOK

10x4	\$1200	\$80 / spread
20x8	\$1600	\$100 / spread

### AWESOME OPTIONS

- Canvas Cover
- Printed Metal Cover
- Blank Metal Cover
- Glass Cover
- Metallic Acrylic
- Two Leathers
- Photo Cut-outs
- Silk Covers
- Vegan Alternatives
- Imprinting



# LINEN ART BOOKS

## ELEGANCE IN SIMPLICITY

All books include 100 pages with one image per page, choice of cover, and stamped linen slip cover to protect your book. Additional pages are purchased two at a time, as facing "spreads."

### SQUARE

8x8	\$1450	\$15 / spread
11x11	\$1600	\$20 / spread

### COVER OPTIONS

- full linen stamped with names
- quarter bound image with linen hind
- full image wrap with black slip case



### LINEN COLORS

Black  
Chocolate Brown  
Cream

Dynasty Red  
Petal Green  
Light Plum

Robin's Egg  
Taupe  
Platinum

# PARENT ALBUMS

## A GREAT WAY TO SAY "THANKS"

Because the design work is already done, I can order an exact duplicate of your personal album for 30% off the original flush mount or art hook prices. This can be in a different size if you'd like to order them a smaller album.

DUPLICATES

30% OFF

PRESS PRINTED

8x8: \$300

10x10: \$400



Press printed hooks are a great less expensive option. You can ask me about the differences and to see samples, but basically they are printed 4-color instead of full photographic printing and have some different construction and page options.



They are available (as a duplicate) for a set price including all options:  
leather, cloth, or full image covers.

Normal page option can fit up to 90 pages;  
Hinged layflat pages can fit up to 50, both included.

# GALLERY CANVASES

## PERFECT WALL DISPLAYS

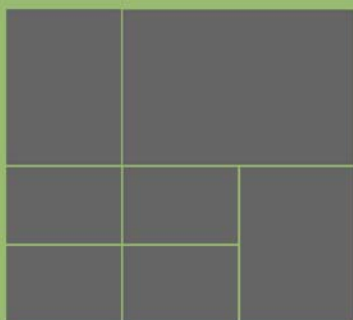
Canvases are printed on a smooth weave artisan canvas and stretched over a custom built 1.5 inch deep frame. The perfect setup for today's cleaner frame-less looks. Each canvas is professionally stretched, checked to ensure top quality, backed, and ready for hanging.

8x12:	\$125
11x14:	\$150
12x12:	\$150
16x16:	\$225
16x24:	\$250
20x20:	\$275
20x30:	\$350
30x30:	\$500
32x48:	\$600
30x60:	\$750



### NEED HELP CREATING A WALL DISPLAY?

I've got an awesome inspire guide to check out at <http://inspireguide.purehylindsey.com>





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