

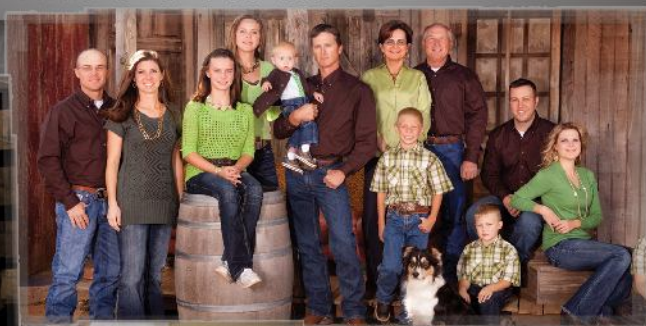


HORTON STUDIOS

Professional Photography
With Style

580.661.2836 • 800.783.2836

www.hortonstudios.com



Preparing for your Portrait

So you have a closet full of clothes, but nothing to wear.
Here are a few ideas that will help improve your pictures...

FAMILIES

Couples or small groups should choose garments within the same tonal ranges. Choose colors that compliment each other and try to avoid plaids and stripes. Solid colors work best.



CHILDREN

Keep it simple. Select an outfit that doesn't compete with your child. Make your portrait more personal with blankets for the babies, their favorite toy, stuffed animals, etc.



SENIORS

Choose a **VARIETY** of outfits. It's a good idea to include both casual and more formal outfits in your portraits. You choose a couple and let mom choose one or two, that way everyone is happy. Bring a mixture of long & short sleeve tops, try to avoid plaids & stripes. Solid colors are always classic and look great.



FOR EVERYONE

EYEGLASSES: Most glasses reflect light, curved lenses are the worst, there is a charge for glasses glare removal. Borrow a pair of empty frames from your optometrist to avoid paying for glasses glare removal.

JEWELRY: Don't forget to bring your jewelry, especially your class ring.

PROPS: Bring them! Bring any personal interest items that define who you are. Popular choices are cars, motorcycles, musical instruments, sports, etc. If you're in sports don't forget: football, helmet, football pads, uniforms, baseball, softball, bat, basketball, etc.

EXPRESSION: We do not try to make every client smile. The single most important consideration in a portrait is the expression of the subject.

Setting Fees

SETTING FEES ARE PAID IN ADVANCE
TO RESERVE YOUR APPOINTMENT TIME.

STUDIO VIEWING *No minimum order* **\$20**
per outfit or
per group

- Images available for viewing within 7 days of your setting.
- Orders placed on your scheduled order date will receive a 5% discount.
- Rescheduling order dates voids the 5% discount.
- NO minimum order with studio viewing.

WEB VIEWING **\$300 minimum order* **\$20**
per outfit or
per group

- Images available for viewing within 7 days of your setting.
- Orders placed on your scheduled order date will receive a 5% discount.
- Rescheduling order dates voids the 5% discount.
- A \$300 non-refundable retainer is required which applies towards order.

PROOF VIEWING **\$300 minimum order* **\$30**
per outfit or
per group

- Images available for viewing within 14 days of your setting.
- Orders placed on your scheduled order date will receive a 5% discount.
- Rescheduling order dates voids the 5% discount.
- A \$300 non-refundable retainer is required which applies towards order.

**Retainer (minimum order)*

A non-refundable \$300 retainer is required for web or proof viewing, due at the time of your setting. This retainer applies towards the order. The retainer allows you 1 week to view your images and make selections for your portraits. The retainer does not purchase the proofs. Proofs are property of Horton Studios and can be purchased at a discounted rate.

PROOFS

At the time of order you may purchase the proofs at the discounted rate determined by your order amount. Price is for one 3.5 x 5 inch print.

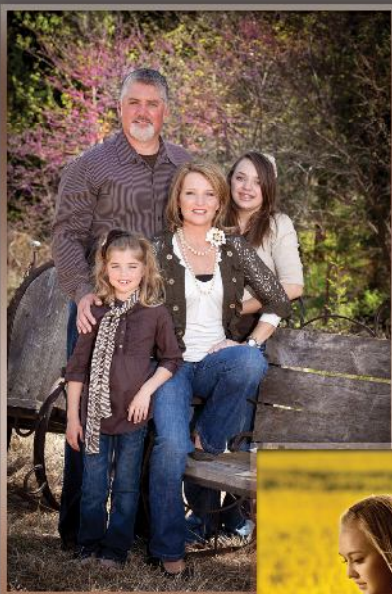
Under \$300 --- \$19/ea
Over \$300 --- \$15/ea
Over \$600 --- \$12/ea
Over \$900 --- \$10/ea
Over \$1200 --- \$ 8/ea
Over \$1500 --- \$ 6/ea
Over \$1800 --- \$ 4/ea
Over \$2000 --- FREE (8 per setting)

TRAVEL *Indoors or Outdoors at the location of your choice.*

Within 50 miles **\$75** *Plus Setting Fee*

50 to 100 miles **\$100** *Plus Setting Fee*

100 to 200 miles **\$150** *Plus Setting Fee*



Choice of Finishes

ALL ORDERED PRINTS ARE BASIC RETOUCED

Order prints individually, no packages required.

REGAL FINISH

Standard professional photo paper.

8x10.....	\$36
5x7.....	\$24
4x6.....	\$19

Wallets

(one pose per set)

8.....	\$21
16.....	\$28
22.....	\$36
46.....	\$46

MARQUIS FINISH

Sprayed with a protective coating and mounted on heavy artboard.

60".....	\$576
40".....	\$389
30".....	\$299
24".....	\$209
20".....	\$133

14".....	\$73
10".....	\$49
7".....	\$37
6".....	\$32

PEARL FINISH

\$15

Images are printed on a unique pearlescent surface. Add \$15 for each print to the Marquis Finish.

METAL FINISH

\$35

Images are printed on a vivid aluminum surface. High Gloss or Matte finish. Add \$35 for each print to the Marquis Finish.

GALLERY WRAP

\$75

Premium canvas wrapped around a stretcher bar. Add \$75 for each print to the Marquis Finish.

GALLERY WRAP FLOATING FRAME: Add \$90. Available in black or brown.

40" & 60" frame has an additional \$300 handling charge

DWAINE FINISH

Fine Art Canvas print mounted on masonite and sprayed with a protective coating. Dwaine's enhanced retouching and artwork.

60".....	\$878
40".....	\$689
30".....	\$567

24".....	\$469
20".....	\$645
14".....	\$268

WALLET SPECIAL

92 (2 poses - 46 ea.) \$89

138 (3 poses - 46 ea.).... \$131

184 (4 poses - 46 ea.).... \$169

230 (5 poses - 46 ea.).... \$208

276 (6 poses - 46 ea.).... \$243

322 (7 poses - 46 ea.).... \$276

368 (8 poses - 46 ea.).... \$307

414 (9 poses - 46 ea.).... \$334

460 (10 poses - 46 ea.).. \$361

Additional sets of 46 \$36 each

Personalization

\$7 per pose

Sr. 14 - Free



GIFT ITEMS

MAGNETS

4 Wallets \$18

3x5 \$18

Locker Magnet \$20

BRACELETS

\$20



MUGS

\$24



ORNAMENTS



Rectangular



Oval



Heart



Circle

\$20

KEEPSAKE TINS

\$20



WATERBOTTLES

\$29



DESK

BUY ONE, GET ONE FREE *Same poses*

Different poses are \$10.00 each

Frames included

12 inch....3 poses....\$77



TRIPANEL

\$39



WALLET BOOK

3 for \$95



NOTEPAD

\$34



METAL STAND OUT PRINT \$399

A combination of 2 metal prints to create a standout. High gloss finish with a 16x16 inch print on top of a 20x20 inch background print.

Templates & Storyboards

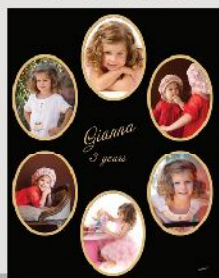
DREAM



\$95

11x14 size print
designed on a black
background with a
gold or silver border
with personalization.

6 IMAGE



7 IMAGE \$175

Metal frame and glass included

10x20 size print designed on a black
background with personalization.



STORYBOARD COLLAGE

Custom designed on a
solid background.
Choose between
10 and 20 images.



Metal frame and glass included

10x20 inch.....\$282

15x30 inch.....\$336

20x40 inch.....\$399

STORYBOARD *Solid background with border and personalization. Metal frame and glass included*

Width is determined by the template chosen

20 inch....3-6 poses....\$175

24 inch....4-6 poses....\$199

30 inch....5-9 poses....\$229

40 inch....5-9 poses....\$299

7

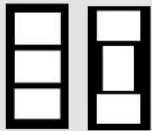
*Custom Template: Add a textured background
and/or faded edges for only \$25 extra*

STORYBOARD TEMPLATES

3 Pose



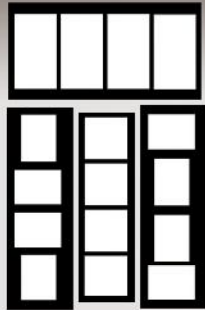
*Custom Template



4 Pose



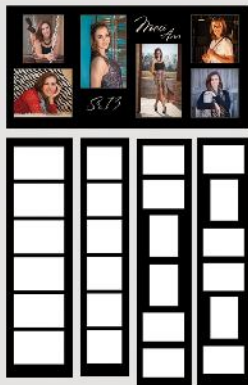
^aCustom Template



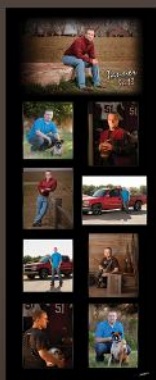
5 Pose



6 Pose



9 Pose



7 Pose

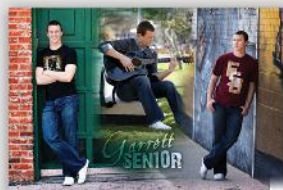


Composites

These specially designed prints feature the images of your choice combined to create a unique work of art.

	40"	30"	24"	20"
Poses				
2	\$401	\$311	\$221	\$146
3	\$410	\$320	\$230	\$155
4	\$419	\$329	\$239	\$164
	14"	10"	7"	6"
Poses				
2	\$ 86	\$49	\$37	\$32
3	\$ 95	\$58	\$46	\$41
4	\$104	\$67	\$55	\$50
Wallets				
	8	22	46	92
Poses				
2	\$33	\$49	\$59	\$102
3	\$42	\$58	\$68	\$111
4	\$51	\$67	\$77	\$120

Additional poses (not prints) are \$9 each.

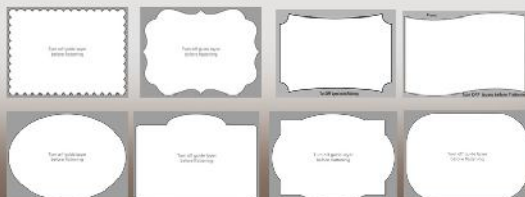


Artistry Wall Prints

\$119 per pose.

Laser cut from plexi-glass, and come with a 3/4" thick mount block ready to hang.

Single or Multi-Image. 10x14 inch.



Announcements & Greeting Cards

All cards are custom designed
with a sample approved before printing.

Quad Fold Card

4x6 inches

8 panels



25 cards.....\$107
50 cards.....\$175
75 cards.....\$214
100 cards...\$278
additional 25.....\$65

Folded Cards

5x8 inches

4 panels



**Can fold Horizontal
or Vertical**

25 cards.....\$92
50 cards.....\$158
75 cards.....\$232
100 cards.....\$309
additional 25 \$65

Tri-Fold Card

5x5 inches

6 panels



25 cards.....\$107
50 cards.....\$175
75 cards.....\$214
100 cards...\$278
additional 25.....\$65

Double Sided Card

5x8 inches

Front & Back panels



25 cards.....\$79
50 cards.....\$135
75 cards.....\$195
100 cards...\$259
additional 25.....\$50

Wallet Magnets
see 3x7 card price

4x5 Magnets
see Double Sided
card price

3x7 Card

3x7 inches

1 Side



25 cards.....\$59
50 cards.....\$94
75 cards.....\$125
100 cards.....\$155
additional 25 \$37

5x8 Card

5x8 inches

1 Side

25 cards.....\$69
50 cards.....\$108
75 cards.....\$157
100 cards...\$209
additional 25.....\$50

Artistry Card

5x7 inches

Artistically Die-Cut

1 Side



25 cards.....\$79
50 cards.....\$135
75 cards.....\$195
100 cards...\$259
additional 25.....\$50

Enhancements

Enhancements are creative touches applied to your images.
They are available on Basic to Artistic Finishes.

BASIC Free - Applied to all ordered prints

Basic Retouching includes removing blemishes and moles if requested. All ordered prints are retouched, excluding proofs.

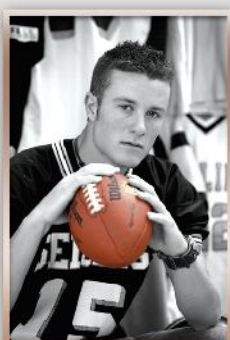
CLASSIC \$10 per pose. *Applied to Regal, Marquis or Dwaine Finish*

Classic Enhancement adds an element of contemporary edge to your portrait. We use the latest in graphic artistry tools to set your image apart from the others.



PREMIER \$25 per pose. *Applied to Regal, Marquis or Dwaine Finish*

Premier Enhancement includes retouching severe acne, rosacea, tattoos, glasses glare or tinted glasses. Premier also includes special effects such as Colorized Black and White or Sketch.



ELITE **\$35 per pose.** *Applied to Regal, Marquis or Dwaine Finish*

The Elite Touch enhances the details in your image. This includes retouching and blending of stray hair and facial shine. This also includes head replacement, enhanced eyes, facial features and toned down areas to enhance your portrait.



Basic



Elite

MASTERS

\$55 per pose.
Applied to Regal, Marquis or Dwaine Finish

Masters includes background changes, enhanced retouching and edges, etc. This enhancement is made at our discretion, our experience allows us to create your unique portrait. If desired, artwork can be approved before printing.



CRAFTSMAN

\$75 per design.
Applied to Regal, Marquis or Dwaine Finish

This custom designed print of your images is created just like Dwaine creates his competition prints. The enhancement is made at our discretion, our experience allows us to create your unique portrait. If desired, artwork can be approved before printing.



ARTISTIC **\$75 per design.**

A one time \$75 design fee will be added to the following prices



Mini	Desk	Wall
8.....\$21	4x6.....\$19	12x18.....\$ 73
22.....\$36	6x9.....\$24	16x24.....\$133
46.....\$46	8x12.....\$36	20x30.....\$209

Individually designed artistic prints are created of your prized possession.

Storybook Albums



Masterfully created
by our Graphic Artist
featuring up to
35 of your
favorite images.

STORYBOOK 9x12" or 5x7" \$295

Designed with 20 pages and a custom hardcover.
Choose up to 35 images.

GIFTBOOK 9x12" or 5x7" \$175

Storybook album must be purchased with
no design changes for this special price.

WALLETBOOK 3X3" 3 FOR \$95

Accordion fold, magnet closure with up to 10 images.

Horton Studios Policies

- >Portraits will be taken indoors and outdoors - weather permitting.
- >Setting Fees are paid in advance. This reserves your appointment time.
- >Web & Proof Settings require a \$300 minimum order. The non-refundable retainer is paid the day of your setting.
- >The Setting Fee and \$300 retainer does not purchase the Proofs.
- >The Setting Fees are non-refundable and do not apply to your portrait order.
- >To meet the needs of our customers, all prints are sold individually.
- >Normal delivery time for Proofs is two weeks.
- >Normal delivery time for Orders is four weeks.
- >Horton Studios accepts cash, checks, Discover, Visa or MasterCard.
- >5.5% tax must be added to all orders.
- >50% of the balance is due when the order is placed, the remaining balance is due upon completion of order.
- >Rush charges are 100% of original price.
- >A \$25 service charge will be added to returned checks.
- >Prices are subject to change without notice.
- >Shipping by UPS is available for \$15-\$20, depending on order.

IMPORTANT NOTICE ABOUT

Copyright
© PROTECTION

THE COPYRIGHT ACT

protects photographers by giving the author of the photograph the exclusive right to reproduce your photographs. This includes the right to control making of copies.

It is **illegal** to copy or reproduce these photographs elsewhere without our permission, and violators of this Federal Law will be subject to its civil and criminal penalties. We will try to accommodate all reasonable requests.

Award Winning Photographer



Dwaine Horton started Horton Studios in 1984 with his wife, Eldora. He is a member of the Professional Photographers of America and is also a Past President of the Professional Photographers of Oklahoma. Dwaine holds a Master of Photography and Craftsman Degree.

He is celebrated as the most award winning photographer in Western Oklahoma and is considered by many in the industry as a mentor. His prints have been selected for display at numerous National Conventions, the International Photography Hall of Fame and the Epcot Center.

The Professional Photographers of America International General Print Competition accepted all four of Dwaine's prints in 2009, with two prints being accepted into the Loan collection. State Competition awarded Dwaine first place trophies in Electronic Imaging and Unclassified II with 4 distinguished prints in Woman's Portrait, Electronic Imaging and Unclassified I Divisions.

