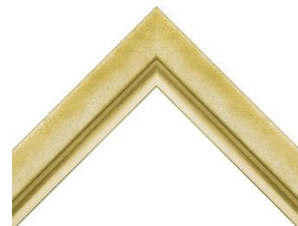
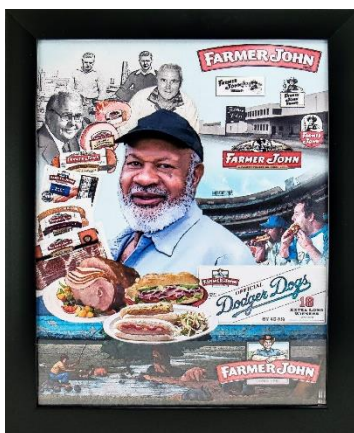




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Pricing & Client Information Guide

Montage Pricing		
ORIGINAL ARTWORK		
SetUp - Art direction, montage layout, scans as needed, design comps		
1-8 design elements	\$200	
9-16 design elements	\$400	
17-25 design elements	\$600	
Production - Price for each design element included in the original montage		
\$200		
FRAMED REPRODUCTIONS		
Add \$200 for each personalization portrait or image added (Corporate Programs Only)		
	Black/Brown	Upgraded - Gold/Silver
12" X 16" frame	\$200	\$250
16" X 20" frame	\$250	\$300
20" X 24" frame	\$300	\$350



Business Montage Overview

1. Most original montages include from 20 to 25 design elements, so the development cost of a new PaintMyStory project will be between \$3,600 and \$5,600. The math is: $\$600 + \$200 \times (\# \text{ of design elements})$. Our Art Director will evaluate your reference materials and based on their complexity, determine the number of design elements your project represents, then provide an exact price quote prior to beginning design.
2. Once the original artwork is completed and approved, it will be held in a digital format. Be aware that you may wish to save modified forms of your montage to represent multiple divisions of your company.
3. All you have to do is email us a quality photograph(s) of a recipient and we'll blend their portrait into a personalized version of the original for a true one-of-a-kind award or gift. A 12" x 16" framed print with a hand-blended portrait will be $\$200 + \$200 = \$400$. 16" x 20" = \$450. 20" x 24" = \$500.
4. We can develop multiple personalization options using your original montage and will quote you for these other options as needed. This allows us to develop additional uses for your fine art story and accommodate a range of recognition and award opportunities.
5. For more information and to ask project-specific questions call PaintMyStory (a division of Schaefer Recognition Group) at 888-646-6670 or email info@PaintMyStory.com.

Family and Wedding Montage Overview

1. Most original Family or Wedding montages include from 3 to 25 design elements, so select photographs that capture the story in a memorable and emotionally powerful way. It can be more historical or more current in focus depending on the images you provide and how you prioritize them. The math is: Setup - Art Direction charge for the appropriate number of design elements + Production - \$200 times the number of design images.
2. We can reproduce and frame the final prints in 12" x 16", 16" x 20" or 20" x 24" if you choose.

Content of the Original - Business Montage

The type, quantity and priority of design elements are all important in the development of your montage. While our art staff is skilled in the layout of montage compositions, we need your help in the selection and prioritization of images to be included in the piece. Here are some categories and examples of elements to consider in providing us with reference materials.

Keep in mind that often the older, historical images add a lot of warmth, memories and meaning to your montage, so keep the historical perspective in mind as you consider design ingredients.

The Organization

Consider logos, buildings, facilities, historical events or locations of importance to your organization.

The Products

Goods and services your company manufactures or distributes, growth and acquisitions, business areas, divisions. Products representing major strides in the company's growth or images that help the viewer relate to relevant times and/or places are particularly effective design elements.

The People

Founders, top executives, employees involved in various job functions. People add warmth and can often help establish an environment in which others will enjoy being involved. Consider images that include workers using equipment to add to the feel of the story. (Note: the people discussed here will appear in the original illustration and on all reproductions. Personalization portraits of recipients will be individually blended into specific prints to create one-of-a-kind awards).

The Objectives and Philosophies

Company goals and attributes, ethical standards, credos, community involvement, etc. Consider how you want the recipient to feel about the Culture, Mission, Vision and the Values of the organization when they look at the montage, especially if you visually involve them by adding their portrait and/or company logo.

The Special Event (if applicable)

Title, objectives, activities, site, local landmarks, etc. If the montage is produced to represent a special event or celebration, consider images that will help recipients relive the total experience every time they look at their personalized art commemorative.

Number of Images Determination

As we sort through your reference materials and decide on the best images to include in your montage, our art director will determine the total number of design elements that will be required. We will present this along with our final pricing proposal for your approval prior to beginning your project.

While a single product image or a person's face is easy, if you include a picture of a building or campus, for example, it may represent more than one design element. We base the determination of the final number of design elements on the amount of work required and the complexity of the chosen reference materials, as well as how much background manipulation is required.

These guidelines are provided to help in making your art project as successful as possible. If you have any questions regarding the preparation of photographic reference, don't hesitate to contact us.

Content of the Original - Family or Wedding Montage

The type, quantity and priority of design elements are all important in the development of your montage. While our art staff is skilled in the layout of montage compositions, we need your help in the selection and prioritization of images to be included in the piece. Here are some categories and examples of elements to consider in providing us with reference materials.

Keep in mind that often the older, historical images add a lot of warmth, memories and meaning to your montage, so keep the historical perspective in mind as you consider possible design ingredients.

The People

The Honored Recipient(s), Parents, Grandparents, Children, Grandchildren, Spouses, Friends. These are the special people that make the family what it is.

Family History

Homes, Vacation memories, Landmarks, Valued Possessions, Relatives Homes, Special places that carry lasting memories.

Other Support Elements

Pets, family philosophies, important landmarks and documents of significance (birth certificates, newspaper headlines, trophies, ribbons, uniforms, logos, the rose bush by grandma's back door, etc.). Here is where the little added touches that really personalize the montage can make a big difference in the memories it captures.

Wedding Montages

For Wedding Montages you have to decide whether the design is all about your special day or if it will reach back and share images of the bride and groom as children leading up to the wedding day.

Both have merit, but it's up to you as to what you want the montage to say and what messages you wish to share with your family.

Reference Materials

The quality of the reference materials provided to the artist has a tremendous impact on the look of the original art montage, as well as the personalization portrait individualizations (for Corporate Award applications). With this in mind, we have created some guidelines to help in providing the best reference materials possible for your project.

High resolution files (300dpi or greater) are always the best form of reference for us to work with. If photographic prints are being sent, provide shots with good, accurate color and clarity. Professional quality photography is preferred. Company brochures, annual reports, marketing pieces, etc. are also acceptable.

It is always a good idea to provide us with a choice of photographs for a piece of reference to allow the artist some flexibility with respect to angle, lighting, etc. By having several different views of some elements (buildings, products, people, scenic locations), we have more variety in the way that your montage composition can be designed to best capture your story.

For portrait personalizations that will be added to a Corporate Award Montage, close up (head and shoulders only) shots are best. Photographs taken of a person at an event, especially group shots, normally include a large portion of the person's body, making the face rather small. The key to a good portrait likeness is the eyes, so a good close-up with sufficient lighting and clarity is important. Be careful of outdoor shots, as people tend to squint in the sun.

Remember, the artist does not know your employees, family members or award recipients and can only paint what he sees in the photos you provide. Multiple photos may be helpful in attaining the most accurate likeness. When in doubt, or if black and white photographs are used, describe the eye color, hair color and complexion of the person to ensure the best likeness in their portrait.

Priority of Design Elements

To help us portray your story in the most meaningful way, we ask that you sort your reference materials into groups by priority.

Priority 1- Important elements that need to have a dominant position in the story.

Priority 2- Elements that must be included, but that are secondary in importance to Priority 1 elements.

Priority 3- Support elements that add to the story, but are not critical to the message. Optional images that you think might be interesting can be included here. Often these kinds of elements help the artist create smooth transitions in the composition.

Do not get overly concerned with prioritization. We will reach out to discuss the design and reference materials with you if we have questions or want to propose ideas. You will be seeing a conceptual layout of the montage to review and can make changes or suggest changes throughout the design process.

Our art staff has produced 100's of montages, so they are very good at taking what may look like a stack of unrelated images and coming up with a beautiful depiction of your organization, family or special event. Give us the best information you can. We will ask if we have any questions and are not shy about offering recommendations.