

Lifestyle Portrait Information – Effective January 1, 2008

As the father of two active boys, I know that kids don't stand still – and neither does time. That's why it is so important to capture your child's life before they stop having tea parties and car races in the kitchen.

The essence of your child can only emerge in photographs when they feel safe and free to be themselves. Your home, a favorite park or playground, or even a favorite ice cream shop is the ideal location for your session. As you think about your session, consider planning activities that your child loves like baking cookies, dressing up, coloring, painting, sledding, playing soccer, apple picking, swimming – almost anything! (Space travel might cost a little extra!) While the focus is your child, I always welcome candid interaction with parents and grandparents. This is where a planned activity is terrific. Everyone forgets the camera is there and something special happens.

During your session, I will follow your child in action (and I mean *action*). It is free-flowing, free-wheeling, free-form fun! Of course, we'll get some classic images looking at the camera, but my goal is to observe and capture your child's nuances naturally.

For clothing, I recommend natural fibers and solid colors. Stripes, patterns, logos and pictures distract from your child's beauty. Please have faces washed and ready at the start of the session.

Sessions last between one and two hours. We can break for feedings and snacks to keep everyone happy. Morning sessions are preferable to capitalize on the most flattering, natural light. Mornings also seem to be when younger kids are at their best. For older kids, the hours just before sunset work nicely too.

After your session, I will perform minor retouching and color-correction in order to make your images sparkle. Within 7-10 days, your password-protected, online gallery will be posted and you will be provided a link to send to family and friends. They may order prints directly, which means you don't have to be bothered taking orders for Aunt Mildred! Leave that to me. The gallery will contain approximately 40 images, and will remain active for 15 days.

Session fee: \$400 – Includes two 8x10's, online gallery, and travel within 20 miles of Ridgewood, NJ

Print prices:	4x6	\$7.50
	8 wallets	\$15
	5x7	\$15
	8x10	\$25
	11x14	\$35
	16x24	\$50
	24x36	\$125

Canvas prices:	8x10	\$130
	8x12	\$150
	11x14	\$175
	16x24	\$250
	24x36	\$400

Greeting Cards: 25 folded cards \$50

Custom Album:	8x8, 20 pages	\$950 – Italian leather, flushmount album
	8x8, 20 pages	\$750 – Hardcover, coffee table book
	5x5, 20 pages	\$500 – Hardcover, coffee table book

Extra hours of coverage: \$100 per hour

Destination Vacation Session: Priced accordingly, upon request.

A non-refundable fee of \$200 is required to reserve the date for your session.

Rates do not include NJ sales tax, where applicable.