

WEST COAST IMAGING

Exhibition Printing
Prices and Services
2014

OUR PASSION

The print is the ultimate expression of a photograph. An artifact that is tangible and communicates the artist's vision. It's highest form, the fine art print, uses the unique pallet of the process to it's fullest expression.

Making the finest digital prints possible in color and black & white is our raison d'être. Master photographers trust us to recreate their vision on paper to display in museums, galleries, and collections throughout the world.

But making great prints are only half the battle. Curators and collectors are always on a deadline, and need consistent delivery of quality work. Our focus is producing great prints and delivering them on deadline to keep your galleries stocked, your collectors and curators happy, and your cash-flow flowing.

SERVICES

We offer many services for the variety of needs you may have, from Custom prints made by our master printmakers overseeing every aspect of the print, to self service printing of files you've prepared, mounting and finishing to a variety of surfaces including acrylic face mounts, canvas wraps, drum scans, files for offset reproduction, and more.

To learn more about each of these services, please see the following pages:

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EXHIBITION PRINTMAKING

Exhibition Printmaking is the process by which you work with one of our Master Printmakers to make your final print. The Printmaker takes your file or film and makes adjustments based on your feedback from proofs to create a final Master File that is the basis for all future prints. A copy of this file is kept at our studio so that reprints can be made on demand whenever you need. We call these reprints Custom Exhibition Prints to distinguish them from our customer supplied file printing services.

Setup

Digital Camera Files	\$55
35mm (does not include scan).....	\$55
Medium Format, Large Format, and larger (does not include scan)	\$70

- *Files are made at the bit depth of your original (16-bit for RAW files).*
- *Once your files have been finalized, we provide a copy of your files for your safekeeping. We also store a copy of your files onsite for ease of ordering, but we are not responsible for archiving your files. Digital camera files are supplied as a layered Master. Film files are supplied as an 8x10 Layered Guide file and a copy of the raw scan to which the layered changes are easily applied.*

Proofs

Monitors and output devices can vary widely. To know what your file really looks like, you need to proof your image on our carefully controlled output devices. Our proofs serve as a standard reference for what your file should look like on a well profiled device. If you are trying to precisely match your artistic vision, proofs are a must, since they provide visual feedback and a common reference point between you and our Printmakers. Our proofs provide a fast and economical way to see what your files really look like on the paper of your choice.

What paper should you use for proofing?

For general proofing, we recommend Matte Photo proofs made on Fuji Crystal Archive paper. If your end goal is a fine art print, you should proof on the paper you intend to use for your final prints. If you want additional changes made to your images after viewing proofs, you will also need to order a round of File Changes, and a new proof, if desired. Proofs do not include imaging time or file changes.

8x10 Proof Pricing:

- \$10 Matte Photo, Gloss Photo
- \$12.22 SuperGloss, Fuji Pearl, Luster Photo, Silver Rag, Hahnemühle Photo Rag 308, Canvas

**Proof Prices are the same as our 8x10 Reprint Pricing*

What about soft proofing?

On a high-end, color-accurate display that is properly profiled, soft-proofing (without using output profiles to “constrain” the colors of the display), can be very good, especially for standard offset reproduction and commercial photographic uses. However, displays can vary greatly, so a hard proof is still the best reference for how your file should reproduce. Even with current state-of-the-art technology, there are still small (and sometime large!) differences between the screen and the print. That is why the most discriminating photographers use hard proofs that allow them to see the full detail and nuance of the file. Proofs are shipped via USPS Priority Mail for a flat fee of \$6 per package. Other shipping methods are available upon request.

CUSTOM EXHIBITION PRINTS

Your completed Master File can be printed on a variety of papers and output devices including true continuous tone digital c-prints and a variety of inkjet papers using our Epson printers up to 64" wide. Our Master Printmakers handle every detail including sizing and sharpening for output. Our proprietary techniques produce prints with sharpness and resolution that are the best in their class.

Custom Exhibition Prints - Sizes and Prices:

Size	<i>Fuji Matte, Gloss, and Luster</i>	<i>SuperGloss FujiFlex</i>	<i>Fuji Pearl (metallic) - Kodak Metallic</i>	<i>Epson Premium Luster & Prem. Glossy</i>	<i>Hahnemühle Photo Rag 308</i>	<i>Museo Silver Rag</i>	<i>Canvas - Coated Matte, Satin, or Gloss</i>
8x10	\$10	\$12.22	\$12.22	\$10	\$12.22	\$12.22	\$12.22
11x14	\$19.25	\$23.53	\$23.53	\$19.25	\$23.53	\$23.53	\$23.53
16x20	\$40	\$48.89	\$48.89	\$40	\$48.89	\$48.89	\$48.89
16x24	\$48	\$58.67	\$58.67	\$48	\$58.67	\$58.67	\$58.67
20x24	\$60	\$73.33	\$73.33	\$60	\$73.34	\$73.34	\$73.34
20x30	\$75	\$91.67	\$91.67	\$75	\$91.67	\$91.67	\$91.67
24x30	\$90	\$110	\$110	\$90	\$110	\$110	\$110
24x36	\$108	\$132	\$132	\$108	\$132	\$132	\$132
30x40	\$150	\$183.33	\$183.33	\$150	\$183.33	\$183.33	\$183.33
30x50	\$187.5	\$229.33	\$229.33	\$187.5	\$229.33	\$229.33	\$229.33
40x50	\$250	\$347.22	\$347.22	\$250	\$305.55	\$305.55	\$305.55
custom sizes	\$18/ft ² for 2.22 sq. ft & larger	\$22/ft ² to 30" wide for 2.22 sq. feet & larger	\$22/ft ² to 30" wide for 2.22 sq. feet & larger	\$18/ft ² for 2.22 sq. feet & larger	\$22/ft ² for 2.22 sq. feet & larger	\$22/ft ² for 2.22 sq. feet & larger	\$22/ft ² for 2.22 sq. feet & larger
<i>max width</i>	50"	30"	50"	60"	44"	60"	60"

Additional prints of same image at same size ordered at same time available at reduced prices.

TANGO DRUM SCANS

A beautiful scan is the absolute key to making a great print. That's why we focus intensely on making the best possible scans for fine art printing, and why we use the legendary Heidelberg Tango Drum Scanner. We give your photographs individualized attention so we can make the best scanning decisions for each unique photograph. And we do it with competitive pricing that gives you the most value for your dollar.

Scanning is both an art and a science. As a conductor must guide the symphony, great scans are the result of an experienced Scan Master who can get the peak performance from the hardware, software, and ICC profiles that are needed to make a great scan. We have intensely tested our hardware, software, and profiles so that we can consistently achieve scans of the highest fidelity. Our Expert Printmakers test our scans daily as they use them in our Custom Exhibition prints.

About Our Tango Drum Scans

- No minimum order for drum scans
- KAMI Fluid Mounting
- Originals up to 18x22 in size
- Custom ICC profiles to capture accurate color
- Each image scanned individually with individual corrections
- 10,780 max dpi with 4.2 Dmax
- No unsharp masking added
- Scan into any color workspace
- Silverfast HDR Files available

16-bit Scan Pricing:

<i>RGB (Color)</i>	<i>Greyscale (B&W)</i>	<i>Price</i>
100MB	35MB	\$24.95
200MB	70MB	\$39.95
400MB	135MB	\$49.95
600MB	200MB	\$79.95
800MB	265MB	\$99.95
900MB	300MB	\$109.95
1GB	335MB	\$119
1.2GB	400MB	\$139
1.44GB	480MB	\$225
1.6GB	535MB	\$275
2GB	667MB	\$350
<i>larger</i>	<i>...</i>	<i>call</i>

*10% off for 15-25 scans. 15% off for 26-35 scans. 20% off for 36-59 scans.
25% off for 60-99 scans. (Call for discount on orders of 100+ scans.)*

Submitting Orders

To submit your order, fill out our Scanning Order Form ([download online](#)), and send it with your film to:

West Coast Imaging
 40094 Highway 49
 Oakhurst, CA 93644
 Phone: 559-641-7338
 FAX: 800-635-1640

METAL PRINTS

Metal prints display your photographs in a modern style, with astoundingly rich color. Aluminum sheets are covered with a special coating, which allows us to infuse dyes directly into the surface, creating a beautiful depth and vibrance. Metal prints are available with or without a back float hanger or aluminum subframe. View our [All About Metal Prints](#) info sheet for a detailed overview of the metal print process and printing options.

Options

- Bases: White, Clear
- Surfaces: Gloss, Satin
- Corners: Sharp Square, 1/8" rounded
- Hanging: Gatorfoam Standout Back \$7.50 each , 3/4" Aluminum Subframe \$0.62 per linear inch

Standard Sizes:

<i>Size</i>	<i>Price</i>
4x6*	\$11
8x10	\$25
8x12	\$30
11x14	\$50
12x18	\$57
16x20	\$88
16x24	\$99

<i>Size</i>	<i>Price</i>
20x30	\$140
24x30	\$200
30x40	\$330
30x45	\$375
30x50	\$415
40x50	\$550
40x60	\$625

** this size available in white gloss with rounded corners only.*

Custom Size Metal Prints

\$40 per square-foot; 2 square-foot minimum per piece

Metal Print Proofs

- 8x10: \$25
- 8x12: \$30

Shipping

Crates are required for pieces 30x40 inches and larger, or for those exceeding 40 inches on any one dimension. Up to two 40x50 inches can be shipped by Ground UPS or FedEx. Larger sizes, or large quantities of small sizes, may require freight transport.

30x40 Masonite Crate for Ground Shipping: \$60 - Holds up to 2 pieces.

Minimum ground shipping cost for 30x40 Masonite crate is about \$50. We will charge you the actual price, based on the weight of your crate, and where we are shipping your package.

ACRYLIC FACE MOUNTS

Face mounted photographs have a vibrance and depth without equal. The face of your prints is mounted to a crystal clear acrylic sheet and backed with a white Dibond* backer. We use an aluminum subframe to float it from the wall, and include security hangers and cleats to hang it.

Our face mounts are exhibition quality, for the galleries of New York, or the gallery of your home.

**Dibond or other comparable aluminum composite material*

Paper Choices

The print is included with the face mount. You have a choice of several different papers so you can get the look you desire. Every print is made to our exacting standards of color accuracy and exhibition quality. We use ICC profiles to ensure accurate color.

- Fuji SuperGloss - The ultimate paper for acrylic, as seen in top galleries throughout the country.
- Kodak Metallic or Fuji Pearl - Adds a metallic or pearlescent quality to colors. Gives B&W photos a unique look.
- Fuji Gloss - A standard RA-4 chromogenic paper
- Epson Premium Glossy Photo Paper - The best choice for B&W photos. It's also a great choice for those looking to match their home inkjet printer. We also use this paper for prints up to 60 inches wide.

Price Include

- Print on your choice of paper
- 1/8" Dibond* backer
- 3/4" deep aluminum subframe - 3 inch inset
- Cleat hanger and security screws

Standard Size Acrylic Face Mounts

Our standard sizes offer the best value and turnaround. By using standard size materials, we can pre-cut everything we need, and quickly assemble your order when it comes in. Turnaround time is faster since we can use off the shelf materials that don't need custom cuts. Standard sizing minimizes waste of materials which means we can offer our best price. Please allow for a variance of up to 3/16 inches from the ordered size.

Prices for Standard Size Acrylic Face Mounts:

<i>Size</i>	<i>1/8" Acrylic</i>	<i>1/4" Acrylic</i>	<i>Add-on for Flame Polish</i>
8x10	\$73	\$77	\$15
8x12	\$88	\$92	\$15
11x14	\$92	\$99	\$20
12x18	\$129	\$142	\$25
16x20	\$169	\$183	\$30
16x24	\$203	\$219	\$35
20x24	\$207	\$228	\$40
20x30	\$260	\$285	\$40
24x30	\$310	\$340	\$45
24x32	\$325	\$360	\$45
24x36	\$325	\$360	\$50
30x45	\$510	\$570	\$50

Custom Cut Sizes

Custom cut just for you. If you need a 20.4x30.75" mount, we can do that. Fractional sizes up to 60" x 120" are available. Because every piece is custom made to order, they are scheduled with our mounting department. Call for current turnaround times, as our workload is constantly changing. Please allow for a variance of up to 3/16 inches from the ordered size. For pricing, download our Mounting Price List.

Proofs

If color is critical, proof your photo! We print proofs the same way we'll print your final photograph, using our precise ICC profiles.

Loose Proofs: Print only (unmounted)

- 8x10 - \$12.22
- 11x14 - \$23.53

Face Mounted Proofs: Face mounted with no backing to show the final look. Face mounted proofs have rough edges and are not dusted to exhibition standards. They are for proofing only.

- 8x10 - \$30
- 11x14 - \$40

Other Custom options

Our mounting specialists can create one-of-a-kind pieces for you from almost any material to almost any size. We can make panos, split a photo into multiple pieces, use non-glare acrylic, different backings, and much, much more. Call or email us and we'll work to find a solution for your needs!

ULTIMATE CANVAS WRAPS

Everything you put on the wall represents you. You want your work to look its best, and when you're asking collectors to pay good money for your work, not just any canvas wrap will do. That's why we created The Ultimate Canvas Wrap, a wrap that makes your art look the way it's meant to.

We start with fine art quality canvas that lets us print all the richness and subtlety of your original work. We coat the canvas with a protective coating that makes it waterproof and easy to clean. Then we stretch it around premium stretcher bars, and attach a hanger.



Options

- Coating: Matte, Satin, or Gloss
- Edges: Wrap Around, Mirrored Edges, Colored Edges, and Wrap for Framing.
- Stretcher Bars: We stock 5/8", 1.5", 2", 2.5", and 3" deep bars. We can special order bars to 6" deep.

Custom Sizes

Pricing for standard sizes are listed here, however we can create custom sizes for any need, and are not limited to whole-inch sizes. Custom sizes are billed at the price of the nearest size that covers both the height and width of your custom size print. For Example, a 16.5x24 Canvas Wrap would be billed at the 20x24 price. We can print canvas up to 60 inches wide, and we're up for any challenge you bring us!

Proofs

We always recommend making a proof before making a fine art print because no monitor calibration is perfect. Proofs let you see how your file really prints. Proofs are not stretched.

Pricing for Canvas Proofs:

- 8x10 - \$12.22
- 11x14 - \$23.53
- 16x20 - \$48.89

Edge Styles

Part of the beauty of Gallery Canvas Wraps are the vertical edges that make it stand out from the wall, and become a part of the presentation of the work. What you want to put on those edges is up to you, and we have several options that fit a variety of display conditions and creative desires.

If we are printing from your digital file, simply send us your file, and let us know what type of edge you would like. We'll take care of preparing the edges for you prior to printing.

- Mirrored Edges: Your photograph is mirrored (bookended) onto the edges of the wrap to create the illusion of a continuous image. This is the most popular option because it does not crop your photograph.
- Wrap Around: We take your existing image and wrap it around the edges. This results in cropping of your photograph, so subjects need to be well centered. Wrap arounds use approximately 2" from every side of the image to wrap the canvas around the stretcher bars.
- Colored Edges: We can take any color in your photograph, or a neutral color (black, grey, white) and use that color on the edge of your canvas wrap. If you order this option, please give us directions on what color to use in the "Special notes and instructions" box on the order form.
- Wrap for Framing: Canvases that will be framed do not show the vertical edges of the wrap, as the edges will be masked off by a frame or linen liner. We wrap just a small amount of the image over the edges, leaving the rest of the the edges white.

Pricing

Pricing for standard sizes is listed below. We can create custom sizes for any need, and are not limited to whole inch sizes. Custom sizes are billed at the price of the nearest size that covers both the height and width of your custom size print. For Example, a 16.5x24 Canvas Wrap would be billed at the 20x24 price. We can print canvas up to 60 inches wide, and we're up for any challenge you bring us!

Please note that these prices are for Canvas Gallery Wraps only. If you need your image to be scanned, or corrected in Photoshop, visit our Exhibition Print page for pricing.

Quantity Discounts:

- Save when you order more than one wrap of an image! 15% off* when you order 2 to 4 Canvas Wraps of the same image, in the same size, or 20%* off when you order 5 or more Canvas Wraps of the same image, in the same size.

**Please write "Quantity Discount" in the promotional code area of your order form to ensure proper billing.*

- Ordering \$1,000 or more in wraps? We love large orders, so contact us for a custom quote!

Canvas

Wrap

Pricing:

<i>finished size</i>	<i>5/8" deep</i>	<i>1.5" deep</i>	<i>2.5" deep</i>
6x12	\$52	\$60	\$73
6x17	\$61	\$64	\$85
6x20	\$67	\$70	\$93
6x24	\$74	\$75	\$103
8x8	\$50	\$56	\$68
8x10	\$54	\$58	\$74
8x12	\$57	\$62	\$79
8x16	\$66	\$70	\$91
8x20	\$75	\$80	\$102
8x24	\$83	\$85	\$114
9.33x14	\$66	\$70	\$90
10x10	\$58	\$64	\$80
10x20	\$83	\$80	\$112
10x30	\$107	\$121	\$143
11x11	\$63	\$67	\$87
11x14	\$71	\$75	\$97
12x12	\$69	\$75	\$93
12x18	\$85	...	\$114
13.33x20	\$96	\$100	\$127
13.33x40	\$154	\$155	\$201
16x16	\$93	\$105	\$124
16x20	\$106	\$120	\$140
16x24	\$120	\$138	\$156

<i>finished size</i>	<i>5/8" deep</i>	<i>1.5" deep</i>	<i>2.5" deep</i>
20x20	\$122	\$140	\$159
20x24	\$138	\$145	\$177
20x26	\$146	\$158	\$187
20x30	\$162	\$175	\$205
20x40	\$201	\$220	\$252
20x60	\$280	\$296	\$346
24x24	\$156	\$169	\$199
24x30	\$184	\$198	\$230
24x36	\$211	\$229	\$262
24x48	\$266	\$290	\$326
30x30	\$220	\$234	\$274
30x40	\$278	\$290	\$336
30x45	\$305	\$326	\$367
30x90	\$552	\$564	\$647
36x36	\$294	\$308	\$354
36x48	\$371	...	\$440
40x40	\$404	\$372	\$414
40x50	\$417	\$445	\$569
40x60	\$488	\$499	\$569
48x48	\$470	\$475	\$547
48x60	\$569	\$600	\$655
48x72	\$667	\$702	\$762
50x50	\$504	\$532	\$584

15% off when you order 2-4 Canvas Wraps of the same image, in the same size.
 20% off when you order 5+ Canvas Wraps of the same image, in the same size.

MOUNTING & PRESENTATION SERVICES

Presentation is everything when it comes time to display your work. We offer a variety of presentation services including mounting, laminating, and overmatting. Please see our Mounting and Presentation price list for options and pricing.

MINIMUM ORDER REQUIREMENTS

We're a small studio, focused on unique needs which require minimum orders from infrequent customers on some products. If you think you'll be a frequent customer, please fill out our [New Customer Application](#) and we'll see if we can waive the minimums for you.

Products with No Minimums

There is no minimum order requirement for the following products:

Drum Scans

Chromira Prints of standard sizes ordered through ROES

Metal Prints of standard sizes ordered through ROES

Acrylic Face Mounts of standard sizes ordered through ROES

Exhibition Reprints Chromira

Products with Minimums

Custom Exhibition Files - minimum 10 files

Exhibition Reprint Inkjet - \$500

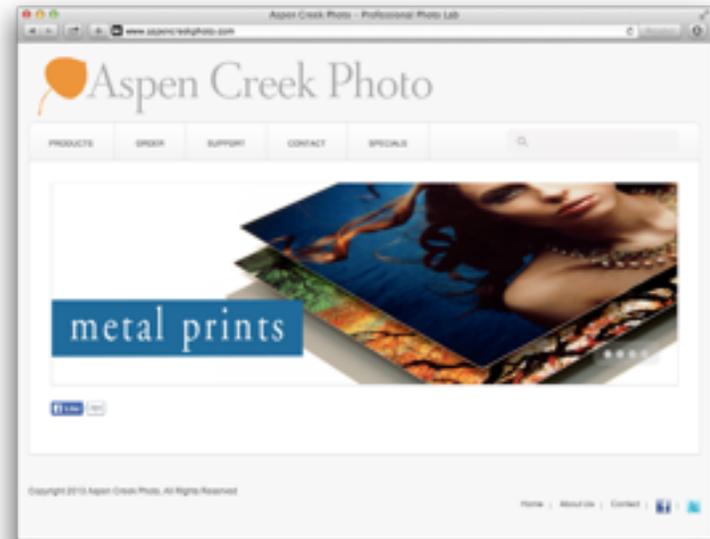
Inkjet Prints - \$500

Chromira Custom Sizes - \$250

Metal Custom Sizes - \$500

Custom Size Acrylic Face Mount - 2 pieces totaling \$1,000

Our sister company, Aspen Creek Photo offers professional quality prints with no minimum order requirements. If you are looking for a simple and economical upload and print solution, visit their site at aspencreekphoto.com.



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