

# **NEW DIMENSIONS PHOTOGRAPHY** *digital imaging*

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**Class of 2009-2011 Model / Rep Guidebook:** *Do you qualify? We may limit this offer to people we believe will enjoy showing their portraits to friends and enthusiastically explain our Senior Portrait Process (see "Resume" on other side) to potential clients AND understand the Model-Rep program has deadlines.*

- \* We create outstanding images, but need help spreading the word to each Class.
- \* Since senior portraits are a "once in a lifetime experience", people often don't know where to go for portraits but would feel comfortable going to where a friend received great portraits.

The best Model-Reps are fun, friendly and polite people who want creative senior portraits with a variety of styles, props, and clothing changes. You'll receive great portraits at a great price, have fun, learn about digital imaging & can add a NEW JOB to your RESUME in exchange for showing your portraits to your classmates. When people see your portraits and ask about your sitting, you can tell them about us and they will want to come here for their Senior Portraits too! **Showing your portfolio and web show to your friends is the BEST advertising we have. This "word of mouth advertising" is very important to us & you can earn money!** Research shows someone needs to receive a message SEVEN times before making a decision.

Handing out wallet photos, your "CD Senior Show", "Model/Rep" Checks +/- or a Senior Portrait Planning Packages help reinforce our newsletters, ads, yellow page ads, etc. When someone mentions your name when they book & prepay their sitting, you become their "referring person" and receive an \$8 payment paid 11-10-08. As one of the leading Senior Portrait studios in the Rochester / Finger Lakes area, we offer high quality, original and affordable portraits; a large variety of in/outdoor sets; an enjoyable and educational experience in the camera room; our exclusive digital "Expression Session"; efficient customer service and more.

## **1. 50% off sitting and portraits ordered from Feb to April 30**

of your Jr. year. Sittings can be anytime; **ORDERS are placed during the day** WITHIN 1 WEEK OF SITTING! We offer other specials in May and June but the 50% OFF expires 4-30. **NO EXTENTIONS** please; we're VERY busy with proms and other sittings in May. **PLEASE** schedule your sitting early - Feb or March is perfect. You'll have time to show your folio to classmates AND order before 4-30 of your Jr year.

2. We take approx. 75+ portraits of you during your first sitting. Bring props that reflect your interests and about 4 outfits. Upgrading your sitting to the Masterpiece gives you more "originals" and pose changes.
3. After your sitting, you narrow your images down to about 32 favorites; MORE IF YOU PURCHASE THE MASTERPIECE SITTING; we put them on line in a Web Show and you take them home in a Proof Booklet to share with friends and family.
4. If someone mentions your name when they book and prepay their sitting; you receive \$8 and they receive \$5 off their sitting. Just share the coupon and information on the next page with them.
5. **Additional sittings are FREE** but require pre-purchasing an additional set of 20 originals for \$50 when you schedule your additional sitting(s). Proof Booklets are free and all portraits can be on your CD Show.
  - > TWO additional **FREE** sittings anytime before July 10th if your 1st sitting was in Feb or March.
  - > ONE additional **FREE** sitting anytime before July 10th if your 1st sitting was in April.

### **Pre-purchase a Model-Rep sitting for a younger child up to three years**

before they will be photographed. Example: If they are going to be in the 8th, 9th, 10th or 11th grade during the 2007-2008 school year; they can purchase a Model-Rep Sitting now. You will LOCK INTO THE 2007-2008 price schedule until April 30th of their Jr. year then use the current prices. **WHEN WOULD I BE PHOTOGRAPHED?** Your 1st sitting would need to be by April 30th of your Junior year; your last sitting would need to be by July 10 in the summer between your Jr and Sr years.

Call for latest Open House dates and times OR for a consultation.

**Give this to Seniors so they will** mention your name when they book and prepay their sitting.

*New Dimensions Imaging digital imaging experts*  
www.ndimaging.com *Senior Portrait Specialists* ndimaging@gmail.com  
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Valid when mentioned when booking  
& prepaying sitting, (1 / person)

**\$5 off any Senior Portrait Sitting and 7 FREE wallets\***

**\$5 off sittings only** WHEN YOU MENTION THIS COUPON WHEN BOOKING & you prepay your sitting.

PLUS: receive 7 free wallets when you order within two weeks of your sitting.

FOR: \_\_\_\_\_ FROM: \_\_\_\_\_

Call for a **FREE** Senior Portrait Planning Package  
or download one at [ndimaging.com](http://ndimaging.com)  
You'll see what happens at a sitting, 100+ shows,  
hints on what to bring and much more!

Check out my **Show** at (no spaces, all lower case):  
[www.ndimaging.com/](http://www.ndimaging.com/)

**50% off SR sitting before April 30 & 50 % off portraits** ordered before 4-30  
**40% off May SR sittings fee PLUS buy 2-8x10s in May get 2 FREE**  
**30% off June SR sitting fee 20% off July Sr sitting fee**  
**10% off August Sr sitting fee**

BONUS: We'll more than double the number of portraits we take of you during your sitting.  
See additional bonuses in our *Senior Portrait Planning Package*  
\* You just need to prepay your sitting to receive these bonuses.

*"Expression Session" helps you relax  
& get used to having your picture taken:  
We Guarantee you'll love your por-  
traits. You take your Proofs home and  
they're on line right after your sitting!  
Please give New Dimensions or me a  
call if you have questions.*

1 proof booklet and price list 2006 pg 29

**RESUME:** When you share this info with someone and they schedule a sitting; **add this to your resume!**  
**Part time job: New Dimensions Photography:** Explained, demonstrated and reviewed a wide variety of digital imaging topics with high school seniors and their parents. Reviewed the *"Senior Portrait Planning Package"* with Juniors and coached them on preparing for their sitting.

- \* Coached Seniors on what outfits + props to bring and explained how the *"Phone Consultation"* answers all their questions. Told them where samples and explanations are located on NDP's website.
- \* Explained *"Prep Session"* and how their outfits are matched with the studio sets and props and how staff will double check clothes for wrinkles and people get ready.
- \* Described how the *"Expression Session"* GUARANTEES people will love their portraits. It gives the person a chance to "warm up". They practicing different poses & expression and discussing them with Karl.
- \* Told customers about the *"Portrait Session"* and the incredible variety of indoor and outdoor props and sets, how relaxing and fun it is because of the jokes, music and Karl's ability to make sure both the Senior and parent receive expressions and poses they love.
- \* Reviewed *"Editing Session"* and how **a.** student/parent view approx 30-75 images and narrow them down to their favorites; **b.** NDP creates a Proof Booklet and puts them on line in a show the day of your sitting and **c.** how your deposit is credited to your order.

Photographer/Owner: Karl Joyce 111 West Ave Newark, NY ndimaging@gmail.com 315-331-4574

## What About YOUR Portrait Sitting(s) (Book before 4-30, additional sittings at no charge)

Your sitting will be an incredible experience! As a New Dimensions Photography Model/Rep, you're given our "Early Bird" Special AND the opportunity to share this offer with one of your friends. I believe Seniors are more relaxed when they are being photographed at the same time as a friend is having a sitting.

**Model/Reps receive a greater variety of portrait styles and sets than a "regular" Seniors. Your portfolio has to appeal to a wide range of people AND** show a variety of portraits: formal, casual, flannel, winter sweater, sweatshirt, sports outfit / prop, friend, pets, light and dark outfits, school, jean or leather jacket, musical instrument, etc. Poses range from close-up to full length and include sitting, standing, leaning, kneeling, a TV pose, . . . You can even have a "portrait consultation" with you and your folks before your sitting so we all know what to focus on.

We use our newest props, poses, and lighting techniques; refine traditional favorites; and try any new ideas you may have. Here are some of the types of portraits that might look great for you:

1. The Parent Pleaser – this is a head & shoulder formal portrait usually created with a complimentary color projected onto our "Old Masters" canvas background. A nice jacket, shirt & tie, blouse, sweater . . .
2. YBG – schools require specific head sizes, outfits, backgrounds, or don't accept hands or props or hats in the portrait. We have yearbook specifications for over 30 schools in the Rochester and Finger Lakes area.
3. In the Forest – leaning, sitting or kneeling by one of our 60 year old pine trees.
4. Deep Woods – a cove of cedar trees provides solitude and comfort and looks great with tans and greens.
5. Barn, barn window, barn pillar, barn door – perfect for the flannel and jeans look.
6. A "Splash of Color" AND a B&W or Sepia toned effect on one of your finished portraits at a discount.
7. We have several beautiful flower arrangements that will compliment one or more of your outfits.
8. A "Ball on Fire", sparkler, or other special effect photography.
9. A Multi-Pose wallet: three images on one wallet.

Columns, pillars and balusters; over 15 different muslin backdrops to coordinate with your outfits;

Collegiate Brick Walls: white, deep brown / black or mauve / white – PLEASE bring in a photo from a magazine showing a "cool" pose or lighting technique that you like.

**PLEASE READ "HELPFUL HINTS" FOR IDEAS ON THE TYPE OUTFITS TO BRING  
GET READY FOR A GREAT TIME!** Be sure to try to bring a parent or a friend.

**Mailing List** Obtaining a mailing list is a very important requirement, if we don't have one from your school. We want to mail information to the Junior's home so the parents can also see it and since most Juniors don't read the "Pennysavers". We don't have time to reach all the schools. **If we don't have a mailing list from your school, you may need to work on a list of names to qualify for this program.** You would receive:

- \$.35 for each person's name, address and zip. Typed is nice. (hopefully into a database we will give you)
- \$10 Cash bonus if you get the list to us by April 1<sup>st</sup>.

### **Here's How You Might Acquire Names**

1. DO NOT use the school's personal files. The school has the right to protect the privacy of its students BUT some schools give it out under the Freedom of Information Act. (we have Wayne's list because of this)
2. Public information, such as a student directory.
3. Class yearbooks; refer to the Junior Class section and use your knowledge of the students, a phone book and zip code directory to compile the list.
4. Circulating a list in either your homeroom or free period. We have a forms you can pass around.
5. ***STUDENTS WANT INFO SO THEY CAN MAKE AN INFORMED DECISIONS !!***

What Model-Reps receive; Savings, BONUSSES & Costs: <b>Call for a sample invoice.</b> Coming in a little early for your portraits and showing them to your classmates REALLY PAYS OFF !!	Reg.	YOUR COST	YOU SAVE	
<b>50% OFF</b> Masterpiece or <b>Classic sitting</b> (30 or 15 poses, our "Expression Session", + 7 FREE wallets)	\$80	\$ 40	\$ 40	
<b>TRIPLE poses:</b> take 95+ in 8 outfits with Masterpiece, 60+ in 4 outfits with Classic, add. outfits \$10ea.	\$130	\$ 65	\$ 65	
<b>Minimum Finished Port. order: \$100 before 4-30-07 &amp; within 1 week of sitting</b> (50% off portraits before 4-30-07) May: 2 FREE 8x10s & 14 FREE wallets IF you order 4 – 8x10 units and 21 wallets	\$200	\$ 100	\$100	
<b>Originals: Classic sitting 15 for \$50</b> - MP - 26 for \$75 - for portfolio, album, Frames or to give as gifts.	\$213	\$ 50	\$163	
<b>50% off portfolio:</b> The PERFECT way to display your originals to your classmates, friends and family.	\$ 34	\$ 17	\$ 17	
FREE* Yearbook glossy, if you order it by 7-10 with a \$100 min. order and prepaid sitting	\$ 20	\$ 0	\$ 20	
FREE* Buddy Session (save \$25 sitting & \$19 in portraits see Price List)	\$ 44	\$ 0	\$ 44	
FREE* Cap & Gown Session that includes 3 - 4x5 portraits	\$ 55	\$ 0	\$ 55	
FREE* 8 wallets when you schedule with a friend & a Buddy Photo of you and your friend	\$ 10	\$ 0	\$ 10	
<b>Wallets</b> order 28 wallets before 4-30 or they are regular price	\$ 55	\$ 27.50	\$ 27.50	
<b>Senior Show</b> Favorite images are set to music and shown on a computer as a show or screen saver. The Show is on a CD and you can put it on as many computers as you want. Reg \$75	\$ 75	\$12.50	\$ 62.50	
<p><b><u>MINIMUM COST (&amp; Savings) OF THE MODEL/REP PROGRAM:</u></b> 1st Sitting by April 30. Prepay sitting when you schedule (\$40), \$100 finished portrait order before 4-30, \$50 for set of 15 originals, \$17 for a Folio, \$27.50 for 28 wallets, \$12.50 for Sr Show on CD. \$223.56 (includes tax) due at 1st sitting <b>Additional sittings are FREE</b> but require pre-purchasing an additional set of 20 originals for \$50 + tax. The 54.00 is due when you schedule your additional sitting(s). Proof Booklets are free &amp; all portraits can be on your CD Show. 2 outfits per each additional sitting, TWO additional <b>FREE</b> sittings anytime before July 10th if your 1st sitting was in Feb or March. ONE additional <b>FREE</b> sitting anytime before July 10th if your 1st sitting was in April. APRIL &amp; MAY is a great time for the tulips and forsythia JUNE &amp; JULY is great for leaves on the trees NO CALL - NO SHOW sitting appointments will probably be billed a \$25 "reschedule without notice fee" since we have up to 4 people waiting to work with you at your sitting. UNLESS WE talk before sitting; ie: weather issues</p>		<p><b>FACT:</b> You will earn \$80 if 8 people mention your name and prepay their sitting!</p>		
		<p>\$946 Reg. price</p>	<p><b>\$247</b> +\$19.76 tax <b>\$266.76</b> <b>Total</b></p>	<p>\$ 699 Savings</p>
<b>Additional Savings</b>				
<p><b>If you obtain your school's Jr Class (the next year's Sr Class) mailing list;</b> If we need a list, we give you a \$40 – \$150 credit (depends on size of the class) toward your order for turning in a complete mailing list. The higher amounts are for a large school's list on a disc in Excel or Access.</p>		↓		
Certificate for a family sitting & 8 x 10 portrait for \$30 (Reg. \$104, save \$74)	\$104	\$ 30	\$ 74	
Upgrade <u>all</u> mounted, with a protective finish 11x14s to 16x20s for \$30, order within 2 weeks of sitting.	\$ 64	\$ 30	\$ 34	
<b>50% off Multi-Pose wallet</b> templates: 2-3 poses & name on a wallet, just order within 2 weeks of sitting.	\$ 50	\$ 25	\$ 25	
<b>75% off B&amp;W or SEPIA</b> Conversion: A fabulously popular option, just order within 2 weeks of sitting.	\$ 18	\$ 4.50	\$ 13.50	
<b>Discounted Summer Sitting:</b> If 1st sitting was before May 15th, have a FREE session of 26 more poses in two outfits anytime before 7-10-06 & receive 20 - 4x5 portraits of your favorite poses for \$50. Just prepay \$50 for the set of originals when you schedule your 2nd sitting. Missed sitting appoint. = \$25	\$280	\$ 50	\$ 230	
Call 48 hrs in advance to rebook				
50% off SIMPLE Color Splash Conversion: We convert a color portrait to B&W or Sepia and introduce a <i>Splash of Color</i> back into the portrait, like a flower, car or person.	\$ 50	\$ 25	\$ 25	
<p><b><i>You can receive \$360 + in ADDITIONAL discounts and bonuses.</i></b></p> <p><b>*Free when you prepay your sitting</b></p> <p><b>PLUS \$8 times the number of referrals you give us</b> Show portraits to classmates and let them know about us. People will be encouraged to come here when you share your experiences and portraits with them. Your opinion may carry more weight than our web site and printed information. People need to prepay their sitting to receive the \$5 off and for you to earn your \$8 referral fee.</p>	\$516 Reg. Price	\$ 129.50 <b>TOTAL COST</b>	<b>\$386.50</b> <b>YOU SAVE</b>	