



7131 W. Planada Lane, Glendale, AZ 85310  
 Phone (623)572-1300 Toll Free (888) 646-6670  
 Fax (623) 572 – 1333 Email [info@paintmystory.com](mailto:info@paintmystory.com)  
[www.PaintMyStory.com](http://www.PaintMyStory.com)

## Client Pricing Information

ORIGINAL ARTWORK
<b>Art direction, montage layout, scans as needed, design comps</b>
<b>\$895</b>
<b>Price for each design element in the original montage composition</b>
<b>\$295</b>

PERSONALIZED REPRODUCTIONS
<b>19" x 24" Framed Montage with individualized text (add \$295 (E) for each personalization portrait or image added )</b>
<b>\$395</b>

GENERAL INFORMATION	
<p><b>Lead Times:</b>          Original Artwork- 8 weeks, 6 weeks add 50%,          4 weeks add 100%</p> <p><b>Digital Reproductions          (framed)- 3-4 weeks, 2 weeks add 50%,          1 week          add 100%</b></p>	<p><b>Terms:</b>          50% deposit due with order          50% due upon completion          F.O.B. Phoenix, Arizona, USA</p> <div style="text-align: center;"> </div>



7131 W. Planada Lane, Glendale, AZ 85310  
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## Overview

1. Most original montages include from 15 to 25 design elements, so the development cost of a new PaintMyStory project will be between \$5,000 and \$8,000. The math is  $\$895 + \$295 \times (\# \text{ of design elements})$ . 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. 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 19" x 24" framed print with a personalized text inscription and a hand-blended portrait will be  $\$395 + \$295 = \$690$ .
3. We can develop multiple sizes and personalization options using your original montage and will quote you for these other options as needed. This allows us to develop multiple uses for your fine art story and accommodate a range of budgets.
4. Lead Times:  
Original Artwork 6-8 weeks  
Personalized reproductions 3-4 weeks
5. Terms:  
50% due with order, once the number of design elements is approved.  
50% due upon completion and approval of the finished original montage.  
F.O.B. New Albany, IN USA
6. For more information and to ask project-specific questions call Schaefer Recognition Group at 888-646-6670 or email [info@PaintMyStory.com](mailto:info@PaintMyStory.com).

## Client Information Package

Please fill out the following information.

A. Organization (or Family) Name \_\_\_\_\_

Address: \_\_\_\_\_

City/state/zip code: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone/extension: \_\_\_\_\_

Email Address: \_\_\_\_\_

B. Event Site (if applicable): \_\_\_\_\_

City/state/zip code: \_\_\_\_\_

Event start date: \_\_\_\_\_

Site contact/title: \_\_\_\_\_

Phone/extension: \_\_\_\_\_

Ship prints to: \_\_\_\_\_A \_\_\_\_\_B \_\_\_\_\_Other

## **A. Content of the Original 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.

### **For Corporate Montages**

#### 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. (Note: the people discussed here will appear in the original illustration and on all lithographs. Personalization portraits of recipients will be individually blended into specific prints, as ordered).

#### The Objectives and Philosophies

Company goals and attributes, ethical standards, credos, community involvement, etc. Consider how you want the recipient to feel about the organization when he/she looks at the painting, 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... 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 personal fine art commemorative.

## **For a Family Montage**

### The People

The Honored Recipient(s), Parents, Grandparents, Children, Grandchildren, Spouses, Friends, Co-Workers. 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.

## **B. Reference Material**

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 individualization's. With this in mind, we have created some guidelines to help in providing the best reference materials possible for your personalized montage program.

High resolution files (300dpi or greater) are always the best form of reference for us to work from. If reference photography is being shot for the project, please scan at 300 or higher dpi setting on your scanner.

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. We will scan, then return your reference materials.

Physical models or product samples can be provided, if desired. We can then photograph them at angles that will work best within the composition.

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 portraits, 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 recipients and can only paint what he sees in the photo 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.

### **C. Priority**

To help us portray your corporate 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 be discussing the design and reference materials with you as we get started, and you will be seeing a conceptual drawing of the montage to review.

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

## **D. Number of Images**

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.

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 me.

### Summary Checklist

\_\_\_ Copy for Description/History

\_\_\_ Prioritized reference materials for original artwork

\_\_\_ Completed Client Information Package

\_\_\_ Approved order form or Purchase Order with 50% deposit