

### Hours of Operation

We are open from 9 a.m. to 6 p.m. CST weekdays and from 10 a.m. to 5 p.m. CST on Saturdays. The mail order department is open from 9 a.m. to 5 p.m. CST weekdays and is closed on Saturdays. We are closed Sundays and for all major holidays.

### Turnaround Times

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### Limit of Liability

Submission of any film, slide, transparency, negative, file, disk, or any other material to Holland Photo constitutes an agreement by you that any damage or loss of submitted material by Holland Photo or its agents due to any reason or cause including, but not limited to negligence or other fault, is limited to the replacement of an equal amount of unexposed film. Except for such replacement, the handling of any such film or materials by Holland Photo is without warranty or liability. Holland Photo assumes no responsibility for the mounting or lamination of any item not produced by Holland Photo. Holland Photo is not responsible for work left over six months.

### Deadlines

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### Guide Matching

Your original print to match must accompany the work order. We cannot guarantee a side-by-side match if you submit prints made by other labs using different materials or processes, printed pictures from magazines, originals from offset printing presses, oil paintings, swatches of cloth, etc. On custom print orders, we will match your guide as closely as the process and materials allow.

### Remakes

We will redo any print for any reason, but we reserve the right to charge an additional 50 percent of the original print price. No redo will be done or refund given after 30 days from the date of delivery. When requesting a redo please include all instructions, work orders, prints, and materials included in the original order.

### Returned Checks

There is a \$25.00 charge for returned checks.

# Machine Prints and Cards



**HOLLAND**  
PHOTO IMAGING

1700 South Lamar, Suite 327  
Austin, Texas 78704  
512.442.4274  
877.310.8703  
512.442.5898 fax  
www.hollandphoto.com  
hollandorder@gmail.com

## Machine Reprints From Negatives, Slides, & Digital Files

Machine reprints are available luster, glossy, or metallic RC paper and are made from color negative, color slide, and B&W 35mm or 120 film and from digital files supplied on CD, flash drive, or sent to us via email.

- All machine prints and scans lose approximately 5 percent of the image area all around.
- All prints are borderless, unless borders are requested at time the order is first placed.
- Machine prints are printed best crop for size requested unless full frame is requested at time the order is first placed.
- We can print from single-cut 120 negatives. 35mm single-cut negatives must be slide mounted.
- Square negatives make square prints; rectangular negatives make prints proportional to their format.
- Digital files should be smaller than 25 MB in RGB PC format in the following types: JPG, TIF (no compression), BMP, and PSD (flattened). There can be no added alpha channels, CMYK, or grayscale files.

## 35mm & 120 Negative & Slide + Digital Files

Size	Each
2.5x3.5 (2)	\$0.59
3x5, 3.5x5	0.59
4x4	0.59
4x5	0.59
4x6	0.59
5x5	0.79
5x7, 5x7.5	1.89
8x8	3.99
8x10	4.99
8x12	5.99
11x14	9.99
11x16	11.49
12x12	11.49
12x18	12.99

Please note that based on film type, some of the above print sizes will require cropping unless otherwise specified.

**4x4, 4x5, and 4x6 prints on Kodak Royal Glossy paper are \$0.49 each.**

## Photo Business Cards

First set of 25 — \$12.50 Additional sets of 25 — \$8.75

Save as flattened JPG: no compression; no layers; 8-bits per channel; RGB mode. Print size is 2x3.5. Bring in your photo and we will set up your business card for \$10.00.

## Headshots

Set of 10-25 (8x10).....\$2.00/each  
 Set of 50 (8x10).....\$59.95  
 Digital set-up (for cropping or adding contact info).....\$10.00

## Process-Scan-Print Packages (120, 35mm)

Prints are 4x6 for 35mm, 4x4 and 4x5 on 120 on glossy, luster, or metallic paper. The scan quality is our Large EasyScan.

120 process-scan-print.....\$17.00  
 24 exposure 35mm process-scan-print.....\$19.00  
 36 exposure 35mm process-scan-print.....\$22.00

## Holiday Card Pricing (4x8 prints with envelopes)

Quantity		Quantity	
25	\$21.80	125	\$78.20
50	35.90	150	92.30
75	50.00	175	106.40
100	64.10	200	120.50

## Custom Inkjet Notecards (with envelopes)

Size	
4.5x5.75	\$1.89
5.5x5.5	1.89
5x7	2.89

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### **Guide Matching**

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### **Remakes**

We will redo any print for any reason, but we reserve the right to charge an additional 50 percent of the original print price. No redo will be done or refund given after 30 days from the date of delivery. When requesting a redo please include all instructions, work orders, prints, and materials included in the original order.

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# Custom Digital Prints



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## Chromira Digital Prints

Our Chromira digital prints are made with our ZBE Chromira 50 printer that outputs digital files onto traditional RA-4 color photographic paper. We use Kodak Professional Endura paper for our luster, or metallic surfaces. Fuji Crystal Archive for our glossy.

All prints are made to the technician's best discretion concerning color, density, and contrast unless requested otherwise at time the order is first placed. Please submit a guide print if you would like your image printed a specific way. Prints from film will require an Imacon Pro Scan first, see Scanning Service information sheet for details.

We cannot guarantee a side-by-side match if you submit prints made by other labs using different materials or processes, printed pictures from magazines, originals from offset printing presses, paintings, swatches of cloth, etc. We will match your guide as closely as the process and materials allow. We also offer test strips for \$10.00 each.

We cannot guarantee your prints to match the way they look on your monitor, especially if you are not working on a color-managed system. Please see the table below for specifications on submitting your digital files for printing. Please do not submit files larger than those given below for your print size. Save as flattened TIF or JPG: no compression; no layers; 8-bits per channel; RGB mode.

## Custom Inkjet (Giclee) Prints

These prints are printed on our Epson Stylus Pro 9900 and 11880 printers with Epson Ultrachrome HDR inks. We offer four paper surfaces: Moab Entrada 290 gsm Fine Art paper (bright white); Hahnemuhle German Etching 310 gsm textured paper; Hahnemuhle Photo Rag Baryta 315 gsm; and Epson DisplayTrans. Please see the specs for Chromira prints above for setting up prints and for file sizes.

Below are standard print sizes. Custom sizes are available—please ask for a quote.

## Chromira & Fine Art Paper Prints

Size	1 <sup>st</sup>	Add'l
5X7	\$7.00	\$5.60
8x8	10.00	8.00
8x10	12.30	9.15
8x12	14.60	10.90
11x14	22.45	16.85
11x16	23.60	17.65
12x12	23.60	17.65
12x18	26.50	19.90
16x20	39.30	29.50
16x24	44.95	33.70
20x24	54.00	40.45

## Chromira & Fine Art Papers Prints cont.

Size	1 <sup>st</sup>	Add'l
20x30	\$61.80	\$46.35
24x30	70.80	53.10
24x36	78.70	59.20
30x40	112.45	84.40
40x60	150.00	120.00
50X75	225.00	180.00

## Fine Art Canvas on PremierArt Museum Grade Satin Canvas

Size	Unstretched	Add'l	Standard	Add'l	Gallery Wrap	Add'l
5x7	\$7.00	\$5.60	\$11.85	\$9.50	\$13.85	\$11.00
8x8	12.00	9.60	24.00	19.20	29.00	23.20
8x10	16.00	12.80	28.45	22.75	35.85	28.65
8x12	18.55	14.85	30.85	24.65	38.30	30.65
11x14	28.40	22.70	40.80	32.65	44.45	35.50
11x16	30.85	24.68	49.35	39.45	51.90	41.50
12x12	30.85	24.68	49.35	39.45	51.90	41.50
12x18	33.25	26.60	53.10	42.45	58.30	46.65
16x20	44.95	35.95	56.20	44.95	70.00	56.00
16x24	50.55	40.45	67.40	53.90	84.20	67.35
20x24	58.70	46.95	74.75	59.80	94.00	75.20
20x30	67.25	53.80	91.80	73.45	115.25	92.20
24x30	74.75	59.80	117.45	93.96	149.50	119.60
24x36	90.70	72.55	128.10	102.50	160.20	128.15
30x40	122.75	98.20	181.55	145.25	227.45	181.95
40x60	192.25	153.80	267.00	213.60	320.00	288.00

## Digital File Size Guide

Size	File Size (MB)	Resolution at Print Size
5x7	9.0	300
8x10	20.6	300
8x12	24.7	300
11x14	17.6	200
11x16	20.1	200
16x24	43.9	200
20x24	42.1	175
30x40	49.4	120
40x60	98.9	120

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# Framing + Mounting



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## Mounting Prices

Mounting to Gatorfoam; black or white; 3/16" or 1/2" thick: \$0.08 per square inch

Mounting to archival 4-ply white museum board: \$0.08 per square inch

Face mounting glossy or metallic prints to 1/4" thick Plexiglas: \$0.17 per square inch. Ask for a quote to add an Indian cleat for hanging.

Mounting of prints to birch wood, 1/4" or 1/2" thick: \$0.11 per square inch. Ask for a quote to add an Indian cleat for hanging.

## Lamination Prices

Lamination of prints per side; laminate both sides for a waterproof seal; in glossy or matte finish: \$0.05 per square inch

## Prints Direct to Brushed Aluminum

Print prices are calculated by the square inch (\$0.23 per square inch; maximum size is 48"x96"). Add an Indian cleat hanging system for \$25 for prints up to 15" wide, \$35 for prints up to 30" wide. Ask for a quote for larger sizes.

## Prints Direct to Birch Wood

Print prices are calculated by the square inch (\$0.23 per square inch; maximum size is 48"x96"). Add an Indian cleat hanging system for \$25 for prints up to 15" wide, \$35 for prints up to 30" wide. Ask for a quote for larger sizes.

## Custom Framing Prices

We offer in-house framing services. Choose from over 30 frame styles in wood and metal. Each frame comes with a one-window mat, choose from over 50 mat styles and colors. Ask to see the options at the counter if you are interested in the affordable, high quality finishing option.

8x10 frame, 5x7 image or smaller, single mat .....	\$38.00
11x14 frame, 8x10 image or smaller, single mat.....	51.00
12x16 frame, 8x12 image or smaller, single mat.....	58.00
16x20 frame, 12x16 image or smaller, single mat .....	78.00
16x24 frame, 12x20 image or smaller, single mat .....	87.00
20x24 frame, 16x20 image or smaller, single mat .....	101.00
20x28 frame, 16x24 image or smaller, single mat .....	114.00
24x24 frame, 20x20 image or smaller, single mat .....	115.00
24x30 frame, 18x24 image or smaller, single mat .....	135.00
28x32 frame, 20x24 image or smaller, single mat .....	158.00
30x40 frame, 20x30 image or smaller, single mat .....	198.00
32x38 frame, 24x30 image or smaller, single mat .....	200.00



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# Film Processing & Proofing



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## Film Processing and Proofing

Film Processing — E-6 and C-41 film is processed in two hours. B&W film that is in before 12:00 p.m. is out by 4:00 p.m. the same day; B&W film that is in after 12:00 p.m. is out by 12:00 p.m. the next day.

Film Type	E-6	C-41	B&W
35mm	9.75	7.60	7.60
120	8.70	6.95	8.20
220	16.35	10.85	13.15
4x5	3.25	2.75	2.75/sheet
8x10	7.60	4.35	4.10/sheet
Snip Test	4.35	4.35	4.35

Pushes and Pulls — Pushes and pulls require extra time and cost an extra \$2.60 per group of 35mm, 120, 220, 4x5, and 8x10 film. Unmounted 35mm E-6 processing is \$8.70 per roll. Cross processing of color film is no additional charge.

## Contact Sheets from Processed Film

8x10 digital contact sheet (B&W or C-41).....	\$5.40
Page sleeving.....	\$1.00

## Kodak Royal Glossy Paper From 35mm and 120 Film at Time of Processing

Size	1st	Add'l
4x4	0.29	0.22
4x5	0.29	0.22
4x6	0.29	0.22

## Kodak Professional Endura Paper From 35mm and 120 Film at Time of Processing (glossy, luster, metallic)

Size	1st	Add'l
3.5x5	0.49	0.37
4x4	0.49	0.37
4x5	0.49	0.37
4x6	0.49	0.37
5x5	0.79	0.59
5x7	0.99	0.74

## Advantix Processing and Printing

15 exposure .....	\$13.90 (1 each)
25 exposure .....	\$17.45 (1 each)
40 exposure .....	\$25.70 (1 each)

## Digital Scans From Film (at time of processing)

Medium and Large EasyScans from all uncut roll film (APS, 35mm, 120, and 220) is an additional \$6.95 per roll. Files are 18MB JPG files, pixel dimensions 2048x3072.

Extra Large EasyScans from uncut roll film is an additional \$11.95 per roll. Files are 75MB TIF files, pixel dimensions 4181x6305.

## Process-Scan-Print Packages (120, 35mm)

Prints are 4x6 for 35mm, 4x4 and 4x5 on 120 on glossy, luster, or metallic paper. The scan quality is our Large EasyScan.

120 process-scan-print.....	\$17.00
24 exposure 35mm process-scan-print.....	\$19.00
36 exposure 35mm process-scan-print.....	\$22.00



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# Scanning Services



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## Digital EasyScans

EasyScan economical digital scans of film from our Noritsu 3212 minilab — These scans are made from 35mm, 120, 220, or APS film; color or B&W negatives or slides. They are high-quality, easy-to-use, and saved as JPG files. The price for scans at time of processing are from uncut roll film; once the film is cut, sleeved, or mounted the cut film prices are applicable. Choose the EZ Scan resolution to fit your needs: Medium, Large, or Extra Large. Thumbnail images of the scans are printed on a 4x6 index print included with the CD for easy reference.

### Resolution Explanation

**Medium:** printing up to about 5x7. Also for on-screen presentations and email. The pixel dimension of 1024x1536 gives approximately a 4x6 at 300 ppi. Delivered as a JPG file.

**Large:** printing from 8x10 to 11x14. The pixel dimension of 2048x3072 makes about an 8x12 at 256 ppi. Delivered as a JPG file.

**Extra Large:** file is 14x21 at 300 dpi. The pixel dimension of 4181x6305 makes a 24x36 at 170 ppi. Delivered as a TIF file.

Size	EZ Scan (time of processing)	EZ Scan (cut film up to 6 frames)
Medium & Large	6.95*	1.99 each strip
Extra Large	11.95*	4.99 each strip

\*Price of one roll of 35mm or 120 film scanned to CD.

Transferring digital media to CD .....\$7.60 per CD

Additional copies of CDs .....\$5.40 per CD

## Digital Pro Scans

Our Pro Scans from film are made on our Imacon 848 scanner from film 4x5 and smaller. It creates a straight scan-line using a virtual drum to achieve perfect focus with a glass-free optical path, thus eliminating inaccuracies that can cause registration errors and color flaring. The scanner has an 8000 dpi uninterpolated resolution and a 4.8 DMAX in single pass scanning. 5x7 to 11x14 size film is scanned on our Epson Expression 10000XL scanner.

With an optical resolution of 3200 dpi, an optical DMAX of 4.0, and a scan bed of 12.25"x16.5", the Epson Expression 10000XL scanner is the highest-resolution, tabloid-size flatbed scanner on the market today. With Digital ICE technology, it's easy to correct damaged photos and restore faded color.

Standard delivery for these files is in RGB mode, 8 bits per channel, 300 dpi in

the AdobeRGB 1998 color space. If you need your files delivered in any other way, it must be requested at the time of order. Raw scans are a more affordable version of our Pro Scan, no retouching or cleanup is included.

File Size	Raw Scan	Pro Scan	File Size	Raw Scan	Pro Scan
<b>15 MB</b>	\$3.50	\$5.10	<b>200 MB</b>	\$28.80	\$41.15
<b>25 MB</b>	7.90	11.30	<b>300 MB</b>	36.00	51.45
<b>50 MB</b>	14.40	20.55	<b>400 MB</b>	43.20	61.75
<b>100 MB</b>	21.60	30.85	<b>500 MB</b>	50.40	72.05

**15 MB:** file is just over 6x9 at 300 dpi. Maximum recommended print size is 8x12.

**25 MB:** for our 8x10 to 11x16 Chromira prints and other publishing needs.

**50 MB:** used for restoration work and some inkjet prints. We print our 16x20 to 20x30 Chromira prints from this size scan.

**100 MB:** for our large Chromira prints. This is good for large inkjet printing or publishing requirements.

**200 MB and larger:** inkjet and other publishing requirements.

## Quantity Scans

You will receive a CD containing your images. These files are intended to be used for archiving, e-mailing, or printing. Minimum order of 25 for quantity pricing.

**From prints:** File sizes vary depending on the size of your originals. We can scan up to 8.5x11 originals. Good for printing same-size copies.

Minimum 25 originals ..... \$0.45 each

**From slides:** Slides are scanned at a pixel dimension of 1570x1024 and are approximately 4.6 MB in size, creating a file that is 4x6 at 256 dpi.

Minimum 25 slides ..... \$0.49 each

## Shoebox Scans

Our most economical quantity scanning option from prints up to 8x10" or slides. These scans will allow you to print same sized reprints from photos, up to 5x7 from slides.

Shoebox scans from prints up to 500 per box.....\$99.00 prepaid (\$0.20 each)

Shoebox scans from slides up to 150 per box.....\$40.00 prepaid (\$0.27 each)

### Hours of Operation

We are open from 9 a.m. to 6 p.m. CST weekdays and from 10 a.m. to 5 p.m. CST on Saturdays. The mail order department is open from 9 a.m. to 5 p.m. CST weekdays and is closed on Saturdays. We are closed Sundays and for all major holidays.

### Turnaround Times

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### Limit of Liability

Submission of any film, slide, transparency, negative, file, disk, or any other material to Holland Photo constitutes an agreement by you that any damage or loss of submitted material by Holland Photo or its agents due to any reason or cause including, but not limited to negligence or other fault, is limited to the replacement of an equal amount of unexposed film. Except for such replacement, the handling of any such film or materials by Holland Photo is without warranty or liability. Holland Photo assumes no responsibility for the mounting or lamination of any item not produced by Holland Photo. Holland Photo is not responsible for work left over six months.

### Deadlines

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### Guide Matching

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### Remakes

We will redo any print for any reason, but we reserve the right to charge an additional 50 percent of the original print price. No redo will be done or refund given after 30 days from the date of delivery. When requesting a redo please include all instructions, work orders, prints, and materials included in the original order.

### Returned Checks

There is a \$25.00 charge for returned checks.

# Film and Video Transfer



**HOLLAND**  
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## Transfer From Home Video

Transfers can be made from several different home movie formats including 8mm, 16mm, and Super8 film; VHS; VHS-C; Hi-8; Digital-8; and Mini-DV cassettes. Transfers are burned to a DVD that is playable in any DVD player or on a computer. Running time is limited to two hours per disc. If the footage is being saved for editing, the hard drive must be provided by the customer. Mac formatted drives are preferred.

Alternatively, transfers can be saved to DVD or Mac formatted hard drive as video files that can be edited on a home computer for an additional cost.

## Transfer From 8mm or Super8 Film to DVD

There is a \$43.95 minimum on all film transfers. Cost for transfers is 15¢ per liner foot of film plus a \$12.95 mastering fee. If the footage is being saved for editing, the hard drive must be provided by the customer. Mac formatted drives are preferred.

This includes one free title, sound transfer if applicable and full size storage case. Music can also be added to silent films at no additional cost. Additional chapter titles are \$2.50 each. Additional DVD copies are \$8.95 each. Turnaround time is 7 business days on all services.

3" reels hold 50 feet; 5" reels hold 200 feet; and 7" reels hold 400 feet.

Film Length (in feet)	Transfer to DVD
-----------------------	-----------------

50	\$43.95
100	43.95
150	43.95
200	47.25
250	55.45
300	63.75
350	71.95
400	80.25
450	88.45
500	96.75
550	104.95
600	113.25
650	121.45
700	129.75

## Transfer from Video Cassettes to DVD

Home movies from video cassettes are transferred to DVDs and charged based on running time. There is a minimum order of one hour on all video transfers.

Additional copies are available at \$8.95 per disc.

Run Time	Total Cost with Mastering
1	\$21.95
2	32.95
3+	11.00 per extra hour

## Photo Slideshows on DVD

Photo slideshows are assembled individually and set to music. They can be made from any combination of film, slides, prints digital files. The order of the images is determined by you as are a few other custom options. The slideshows will play in any home DVD player and are formatted for your TV. The standard onscreen display time per image is 5 seconds. Production is based on total number of images. Additional copies are available at \$8.95. There is a minimum of 25 slides for slideshows.

Number of Originals	Scan Charge (per image)
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25-100	\$1.80
101-199	1.70
200-299	1.60
300+	1.50

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# Copy & Studio Services



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## Copy and Duplicating Services

We make B&W copy negatives from flat art, paintings, and photographs. We create 35mm color slides and 4x5 transparencies of flat art and paintings. Art behind glass, with metallics, or with mylar may require an additional fee. Studio photography of 3D objects and non-hangable originals is billed at \$100 per hour. Maximum flat art size is 60"x84" (5'x7').

Written permission by the owner of any copyrighted material must accompany the order before any reproduction will be done. If you did not take the picture, you probably do not own the copyright.

### Setup Charges

For first six pieces of art:

Art 20x24 and larger.....	\$22.00
Art 30x40 and larger.....	\$40.00

### Color Transparencies and Slides

35mm color copy slides

1 <sup>st</sup> .....	\$9.25
Additional copies.....	\$3.30

4x5 color transparencies

1 <sup>st</sup> .....	\$32.95
2+.....	\$10.30
Brackets.....	\$10.30

### Black & White Copy Negatives

120 B&W copy negative .....	\$16.45
4x5 B&W copy negative .....	\$27.30
4x5 B&W internegative from 35mm slide.....	\$21.65

## Digital Copy Files

Basic: Maximum size (full frame) file: 92MB, 3264 x 4928 @ 300 dpi, 16 bit, delivered as full resolution TIF and email sized JPG. File size will vary based on the shape of your original .....\$24.00

Premium: Maximum size (full frame) file: 206MB, 4912 x 7360 @ 300dpi, 16 bit, delivered as full resolution RAW and TIF files, and email sized JPG. File size will vary based on the shape of your original.....\$40.00

### Film Recording

35mm color slides from digital files. For B&W negatives, add \$15.00 per order. See Chromira Digital Prints for file formatting. Optimum file size is approximately 18-20 MBs.

No. of Originals	1 <sup>st</sup> Slide	2+
1-9	\$7.65	\$1.30
10-24	5.40	1.20
25-49	3.25	1.00
50+	2.10	0.85

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# Restoration Services



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## Restoration Services

We can do photo restoration from any sized original. We cannot restore your original photograph; our restoration is done digitally.

Restorations are a three-step process:

### 1. Digitize

Originals 12x16 and smaller are scanned. A 25MB scan costs \$11.30. A scan this size will allow us to make a print the same size as your original.

Originals larger than 12x16 and up to 4'x5' require that we photograph your original. The copy photograph costs \$24.00. A copy photograph will allow us to make a print up to 24x36.

### 2. Restore

Restoration costs vary based on the level of repair needed to bring the digitized file of your original to excellent condition. Pricing is as follows:

**Light restoration:** \$18.75 for 15 minutes. Includes repairing spots; bringing back color; improving faded originals; removing "red eye"; etc.

**Medium restoration:** \$37.50 for 30 minutes. Includes fixing scratches, tears, cracks, etc. that have not damaged facial areas; rebuilding missing background pieces; cleaning up water damage; etc.

**Heavy restoration:** \$75.00 per hour. Includes adding colorization; repairing damage to facial areas; repairing areas where photo was damaged when stuck to glass; reassembling a torn photograph; etc.

Restoration costs are for each original. Quotes on restoration time are provided after we review your original in-person. You will receive a digital file of the restored photo on a CD.

### 3. Print

Printing your restored photo is optional. Please talk to one of our representatives about print size, paper options, and cost.

## Before



## After: Wow!

