

# MISSION STATEMENT

*Quality Photofinishing  
Takes a special team commitment:  
Quality, Service and Value.*

*At Midwest, we pride ourselves on having this winning combination. Our long-standing mission statement has been 'to give our customers the best quality prints, outstanding customer service, at prices that provide the best value in professional photofinishing'. Our Catalog of Services lives up to that mission statement.*

*In our continuing commitment to quality, we have acquired a new State-of-the-art digital scanner and printer. With the most consistent film processing in the industry and the highest quality control, we take great pride in the handling of your most precious product...your images.*

*As always, we welcome your ideas, comments and suggestions for ways we can serve you better and help to make your business grow.*

*Please feel free to contact us at any time.  
At [www.Midwestcolorlab.com](http://www.Midwestcolorlab.com)*

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**Due Dates, Times and All *In-Lab* Service Times are **WORKING DAYS** not including Saturdays, Sundays or Holidays.**

**\*All times are approximate, based on orders received with complete instructions and within normal lab guidelines.**

**\*All are subject to change, due to seasonal peaks, machine malfunctions and outages not within our control.**

**\*Some complex orders, with numerous crops, prints sizes and many additional services may take longer than published.**

**\*See individual catalog pages for complete information and Service Times.**

**\*Orders are scheduled for completion AFTER 12 NOON on Due Date.**

### **CATALOG effective March 15, 2004**

**All prices are subject to change without notice. We reserve the right to change or discontinue any Product Line or Service without notice. Every effort has been made to make this catalog complete and accurate. However, we reserve the right to correct any clerical errors, omissions, descriptions, specifications or requirements.**

**Our thanks to Mark Bak and Associates, John Dawson Photography and Affordable Elegance for the use of their Images on our Catalog Cover.**

## Information & Policies

**CUSTOMER SERVICE...**is just a phone call away to answer any questions you have about Prices, Product Lines, Special Requests, Submitting orders or for any Services not listed in the catalog.

**WORK ORDER ENVELOPES...**are color coded and designed for specific Product Lines and printing requirements. Using the wrong Work Order Envelope may cause errors and delay orders.

- RED ENVELOPES for submitting Roll Film (except Special Events System orders.)
- GREEN ENVELOPES for Candid/Portrait Reprints-order number of prints desired.
- BLUE ENVELOPES for Package Printing Orders – order in UNITS.
- BLACK ENVELOPES for Special Events System order.

**\*\*PLEASE use ONLY MIDWEST envelopes, glassines and cropping cards.**

**WORK ORDER NUMBERS...**are the fastest and most precise method of tracking orders.

- Please record Work Order Numbers for use when checking on orders in lab.
- If you do not know the Work Order Number, you can also check on orders by using the information from the “reference Name or ID” box on Work Order Envelopes. Please print this information on envelopes for accurate order tracking.
- Order Log Sheets are also available Free of Charge

**OPTIMUM QUALITY PRINTS...**require properly exposed, consistent negatives. Acceptable prints can be made from negatives 2 – 2<sup>1</sup>/<sub>2</sub> stops overexposed or underexposed.

**Negatives beyond this or rolls that are inconsistent will show variations in color and may not be printed without an extra charge.**

**ADD \$5.00** per negative for prints 16x20 or larger, if from negative more than 2<sup>1</sup>/<sub>2</sub> stops overexposed or underexposed.

**FILM & NEGATIVE HANDLING...**film not processed by Midwest must be within recommended industry guidelines. Negatives not within these guidelines or with any chemical stain, fog, discoloration, mishandled or dirty will not be printed until the customer is contacted with an estimated printing cost and approval received.

**MIXED FILM TYPES...** different C-41 film types MAY be submitted in the same Work Order Envelope ONLY if Midwest did the proofing of all film.

**Composition... unless otherwise indicated,** we center on what appears to be the main subject of interest, unless the subject is too far off center. If special composition is desired, please tape negative to the appropriate Crop Card. **Do Not Mark on film or sleeving.**

**PRINTS FROM SQUARE NEGATIVES...** will be printed vertical, up to five people when possible and horizontal if it appears vertical will crowd outer shoulders. Full-length bride and/or bride and groom photographs will be printed vertical, with the subjects centered and the gown or train cut, if necessary. **Mark glassine if you do not want gown cut off.**

## Information & Policies

**Cropping...** what is seen on the proof is not exactly the same cropping that will appear in finished prints. Our Cropping Guide depicts very accurate cropping for all final print sizes.

**Unless another CROP ID is indicated** on glassine, negatives are printed based on Normal Crops as listed below:

**6 x 7 negs – crop G**

**6 x 6 negs – crop E**

**6 x 4.5 negs – crop D**

**35mm negs – crop A**

All available crops are on the Midwest Cropping Guide. For specific cropping, please be sure to include a marked proof, along with a Crop ID. See Crop Card requirements below:

**CROP CARDS...** can be used on all lines and are available for all Midwest crops.

**USING CROP CARDS IS NOT MANDATORY however; Crop Cards insure precise cropping. We recommend them for the following:**

- to remove or keep something specific
- when cropping is critical or exact
- to insure required cropping

Please remember that we **center** on what appears to be the main subject of interest. Use Crop Cards if this will not give you just what you are trying to achieve.

**A SERVICE CHARGE OF \$3.00 per negative** is added for any negative mounted incorrectly, on wrong crop card or mounted backwards. Contact Midwest Color Lab for a selection of Crop Cards or for complete information on mounting and using Crop Cards.

**MULTIPLE-CROPPING...** any negatives requiring the use of two or more different crops, ADD \$5.00 per negative for additional handling.

### **NORMAL IN-LAB SERVICE TIME...**

our catalog and Work Order Envelopes are designed to assist in scheduling your orders. The most frequently ordered items are listed with their respective Service Times. All additional services ordered ADD to the **total service time**. Orders should be ready after NOON on their scheduled completion date.

While Midwest makes every effort to maintain published schedules, production requirements, seasonal peaks, outages and machine breakdowns sometimes affect schedules. Also, complex orders with numerous crops, print sizes and many additional services may take longer than published and **No completion dates are guaranteed.**

### **PLEASE SELECT THE SERVICE LINE NECESSARY TO MEET YOUR DEADLINE.**

Marking an order "Rush" or ASAP **does not** insure it will receive shorter production scheduling.

**REORDERS:** for closest possible match to previously printed orders return ORIGINAL glassine. Exact matching may not be possible.

**RETURNS OR REMAKES:** ANY prints returned for ANY reason MUST include the following:

- |                                 |   |
|---------------------------------|---|
| 1. ORIGINAL Work Order Envelope | 2. ORIGINAL glassine and crop card, if used |
| 3. ALL PRINTS in question       | 4. SPECIFIC reason for return               |

#### *IMPORTANT NOTICE:*

#### **DO NOT FOLD, MARK OR DAMAGE PRINTS**

*Prints that are damaged in any way, that otherwise could have been corrected without reprinting, will be handled as a new order and billed accordingly.*

## Terms & Payment Options

**LIMIT OF LIABILITY...** You can be assured that all property accepted by Midwest for processing and/or finishing services receives the utmost in professional care. However, submitting any item, film, print or negative to Midwest Color Lab for processing, printing or any other handling, constitutes an **AGREEMENT** by you that any damage or loss by our company, subsidiary and/or agents, due to neglect or other fault of our company, subsidiary and/or agents, will only entitle you to replacement with the like amount of unexposed film and processing. Except for such replacement, the acceptance by our company, subsidiary and/or agents of the item, film print or negative is without warranty or liability and recovery for incidental or consequential damages is excluded.

**For customers picking up orders at the lab:** Payment options are Cash, Check or Credit/Debit cards.

We accept the following cards:

**MASTERCARD • VISA • DISCOVER**

**For orders being shipped UPS or any other method:**

**MASTERCARD • VISA • DISCOVER:** For your convenience, we accept these credit / debit cards for payment. Either indicate the type of card, account number and expiration date on each Work Order Envelope, or contact us to have credit card information kept on file. Future orders/invoices can be charged to credit cards as they are shipped.

**PRE-PAY:** Enclose a check with each order or group of orders being sent. When sending more than one order at a time, please indicate on each Work Order the amount being assigned to that order-not the total amount being sent.

Pre-Paid orders that bill out in excess of the amount being Pre-Paid will not be shipped unless (1) there is a Credit Balance on your account or (2) we have current Credit Card information on file to charge any balance due.

Contact Midwest for any additional payment options.

**RETURNED CHECKS...** A Service Charge of **\$25.00** will be added for checks returned or not honored by your bank for any reason. Our bank automatically re-deposits all dishonored checks. Should the check not clear the second time deposited, and additional Service Charge is added and the check must be redeemed for cash, certified check or money order. The repeated return of checks will result in loss of check acceptance privileges.

**MICHIGAN RESIDENTS...** will be charged 6% Michigan Sales tax unless a signed Sales Tax Exemption is on file PRIOR to the orders being billed. We reserve the right to ask for re-certification of any Sales Tax Exemption certificate or request a copy of certificate.

**SHIPPING CHARGES...** Postage-Paid mailers are available for incoming orders. Finished orders are shipped UPS Ground or UPS 3-Day Select for customers more than 3 shipping days from Midwest.

**ADDITIONAL SHIPPING OPTIONS...**All UPS Next Day and 2<sup>nd</sup> Day services are available at actual shipping cost. If method, other than described above is requested, please specify service desired. Any other shipping methods will be billed at actual shipping cost.

**INVOICES OVER \$80.00** shipped No Charge.

**INVOICES UNDER \$80.00** ADD \$8.00 shipping and handling.

ADD \$8.00 shipping and handling for Film Purchases.

**Film Processing & Previews**

*Film sealed in protective sleeving    Each negative video analyzed    Negative and Print numbering  
 Studio/Photographer Name & Copyright printed on Fuji "Lustre", E surface paper  
 Individual glassines with printed data from 120, 220 and 35mm film sizes  
 3 1/2 x5s & 4x6s available from 35mm film ONLY*

**Includes Film Processing – Prices apply at time of film processing only from any brand Professional C-41 Color Negative Film**

1-DAY Service			Two-Tone Previews*		
Print Size	First Print	Additional	Print Size	First Print	Additional
3 1/2 x 5	.99	.69	3 1/2 x 5	1.09	.75
4 x 5	.99	.69	4 x 5	1.09	.75
5 x 5	.99	.69	5 x 5	1.29	.75
4 x 6	.99	.69	4 x 6	1.09	.75

2-DAY Service			Two-Tone Previews*		
Print Size	First Print	Additional	Print Size	First Print	Additional
3 1/2 x 5	.89	.58	3 1/2 x 5	.95	.69
4 x 5	.89	.58	4 x 5	.95	.69
5 x 5	.89	.58	5 x 5	.95	.69
4 x 6	.89	.58	4 x 6	.95	.69

3-DAY Service			Two-Tone Previews*		
Print Size	First Print	Additional	Print Size	First Print	Additional
3 1/2 x 5	.77	.39	3 1/2 x 5	.84	.49
4 x 5	.77	.39	4 x 5	.84	.49
5 x 5	.77	.39	5 x 5	.84	.49
4 x 6	.77	.39	4 x 6	.84	.49

**Black & White and Sepia Proofing NOW AVAILABLE**

Print Size	First Print (3-Day)	Additional	2-Day	1-Day
3 1/2x5, 4x5, 5x5	.82	.59	.89	1.09
4 x 6	.82	.59	.89	1.09
5 x 7	1.59	1.09	1.79	2.13
8 x 10	2.29	1.89	2.59	2.79

**Film received before 10:00 am ready after NOON on scheduled day.**

TWO-TONE PREVIEWS*	EDITED PREVIEWS	Film MUST be returned uncut, in original Work Order Envelope.
From Kodak T-Max 400 C/N Film Two-Tone colors available: • Black • Sepia • Brown <b>Specify tone or variety</b> (Please be specific, Sepia is not a Brown tone print)	For photographers who wish to edit duplicate or delete unwanted images before proofing. Place editing dots on sleeving of unwanted frames. <b>DO NOT CUT FILM.</b> <b>FILM WILL BE READY TO EDIT WITHIN 2 BUSINESS DAYS. 3 DAY SERVICE IS A TOTAL OF 5 BUSINESS WORKING DAYS.</b>	<b>3 Day Edited proofs cost 85 cents each.</b> There is no longer a fee of the extra handling of processed film.

Print Size - -	First Print - - - -	Additional
5 x 7	1.59	1.09
8 x 10	2.29	1.89

Film Processing NOT included

*Normal in-lab Time: 4 Working Days*

Available at time of film processing ONLY.  
Editing NOT available-all frames MUST be printed.

#### Back Printing Information

All Preview Prints include the following imprinting on the back of the prints:

**Copyright Symbol and Year**  
**Photographer or Studio Name**  
**Frame Number, corresponding to number on film sleeving & glassine**  
**Date and Work Order Envelope Number**  
**Exposure Data, showing over/under**  
**Exposure Color Printing Data.**

The same data is printed on each individual negative glassine, making it very easy to select correct negatives at ordering time.

***When returning negatives for additional prints, please try to use Midwest negative glassines. It will help insure consistent print results.***

Film Size - - - - -	Price
120 Roll Film	3.50
220 Roll Film	6.00
35mm - 12/24 Exp	3.50
35mm - 36 Exp	6.00

*Normal in-lab Time: 1 – 2 Working Days*

#### PLEASE NOTE:

Different Film Types MAY BE MIXED.  
Crop must be the same format in one Work Order Envelope.

#### DO NOT MIX FORMATS

Mixed formats will incur a service fee of \$5.00 per bag will be 120 and 220 may be mixed only if they are the same printing format.

*Any questions concerning Preview Services or any Midwest Product Line... Contact Customer Service*

#### **Ordering Instructions...**

- Use RED Proofing Envelopes
- Indicate quantity of rolls by size
- Indicate Print Size and Quantity  
**If size is not indicated, we will print to negative format**
- Indicate Film Types
- Indicate Negative Format
- Check Service Line Desired  
(3-DAY Service will be provided if line is not specified)
- List any Special Instructions
- Indicate for Two-Tone, BW, or Sepia

**Candid & Portrait Reprints**

*Borderless prints on Fuji "Lustre" surface paper*

**2-DAY Service For ALL Sizes - Wallets to 11x14**

**ONE CROP ONLY - - - - Order with more than ONE CROP-ADD 1 ADDITIONAL DAY**

<i>Print Size</i> - - - - -	<i>Cost Each</i>	<b>Normal In-Lab Time</b>
Wallets	2 for 2.85	<b>2 WORKING DAYS</b>
3 <sup>1</sup> / <sub>2</sub> x 5	2.85	<i>with Priority Negative Retouching</i>
4 x 5	2.85	<b>5 WORKING DAYS</b>
5 x 5	2.95	<b>OTHER SIZES &amp; SERVICE ARE</b>
5 x 7	3.85	<b>NOT AVAILABLE ON 2-DAY SERVICE ORDERS</b>
8 x 10	4.95	
10 x 10	6.75	<b>Priority Negative Retouching</b>
11 x 14	13.75	<b>Negative Retouching 8.95</b>
		<b>Additional Heads 5.75</b>

**4-DAY Service For ALL Sizes-Wallets to 20x24**

<i>Print Size</i> - - - - -	<i>Cost Each</i>	<b>Large Print Specials with \$75.00 order</b>
Wallets	2 for 2.25	11 x 14 7.95
3 <sup>1</sup> / <sub>2</sub> x 5	1.70	16 x 20 23.95
4 x 5	1.70	20 x 24 29.95
5 x 5	1.95	<b>One Pose Wallet Specials w/\$75.00 order</b>
5 x 7	2.75	48 Wallets 13.95
8 x 10	4.29	96 Wallets 27.95
10 x 10	5.95	<b>Normal In-Lab Time</b>
11 x 14	11.95	1 or 2 Crop Orders
16 x 20	28.95	<b>4 WORKING DAYS</b>
20 x 24	34.95	<i>With Negative Retouching</i>
		<b>9 WORKING DAYS</b>

**8-DAY Service For ALL Sizes-Wallets to 20x24**

<i>Print Size</i> - - - - -	<i>Cost Each</i>	<b>Large Print Specials with \$75.00 order</b>
Wallets	2 for 1.95	11 x 14 6.95
3 <sup>1</sup> / <sub>2</sub> x 5	1.49	16 x 20 19.95
4 x 5	1.49	20 x 24 27.95
5 x 5	1.69	<b>One Pose Wallet Specials w/\$75.00 order</b>
5 x 7	2.59	24 Wallets 8.95
8 x 10	3.95	48 Wallets 10.95
10 x 10	5.45	96 Wallets 21.95
11 x 14	10.25	<b>Normal In-Lab Time</b>
16 x 20	24.95	1 or 2 Crop Orders
20 x 24	32.95	<b>8 WORKING DAYS</b>
20 x 30	44.95	<i>With Negative Retouching</i>
20 x 32	46.95	<b>13 WORKING DAYS</b>
30 x 30	59.95	
30 x 40	75.95	

**Panorama Prints Special Sizes\***

<i>Print Size</i> - - - - -	<i>Each</i>	<i>Print Size</i> - - - - -	<i>Each</i>	
12 x 12	15.95	8 x 16*	15.95	<b>PRINTS ONLY 8 working days</b> <b>With Additional order</b> <b>ADD 4 WORKING DAYS</b>
14 x 14	17.95	10 x 20*	17.95	
16 x 16	19.95	12 x 24*	27.95	
20 x 20	29.95			

\*Requires Special Composition to avoid cutting into subjects.

**ADDITIONAL CROPS - ADD 2 DAYS EACH 16X20 or larger - ADD 2 WORKING DAYS**

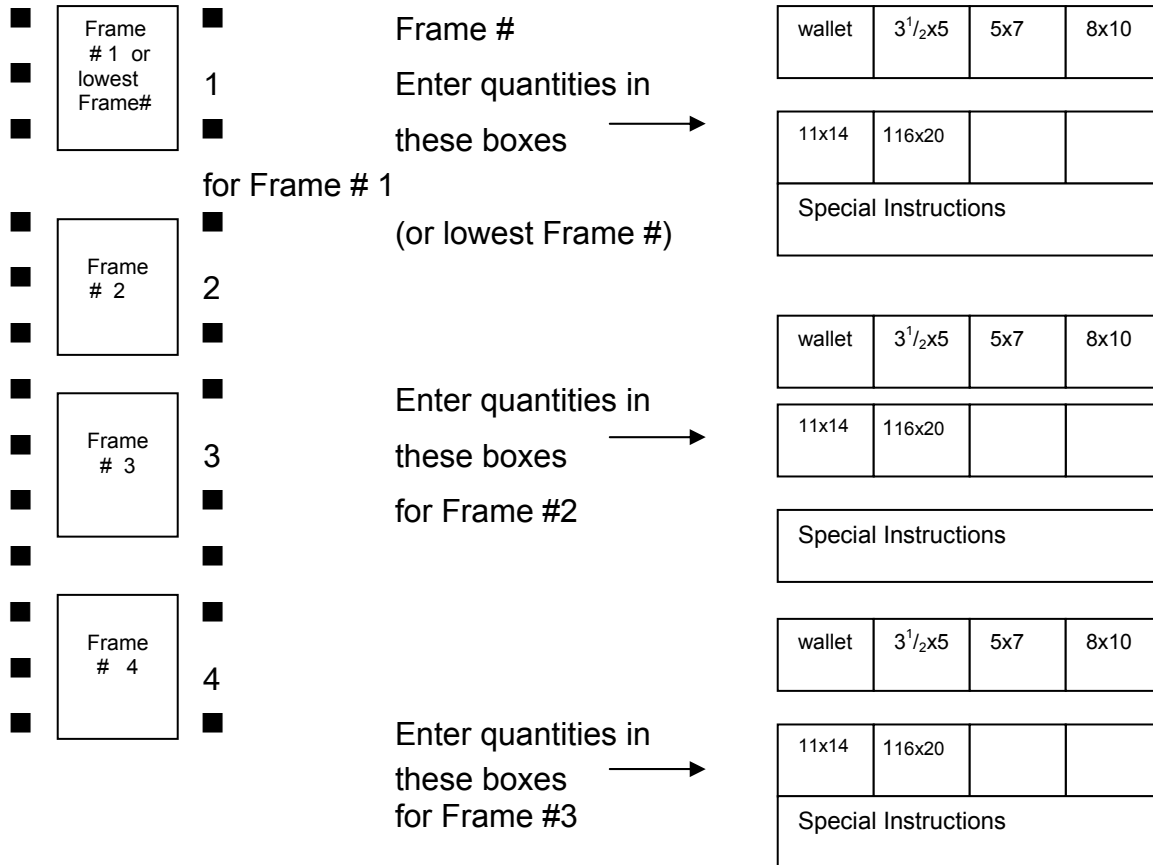
**All Black & White or Sepia Prints from Color Negatives**

Please add an additional 20% per image.  
 Add 1 Days for any Black & White Reprints

**35 mm Ordering Info**

**35mm Ordering Information :** To avoid errors, 35mm negatives **MUST** be in Midwest glassines and ordered as follows:

- Negative **MUST** be in strips of 3 or 4 (ADD \$1.00 per negative if cut in 1s or 2s)
- Position film with **lowest** frame number on top
- Write order in same position as negatives
- Write film edge number on glassine
- Insert negative strip into glassine with lowest Number on top



**Please note:**  
 35mm negatives are **NOT** proportional to 4x5, 8x10 & larger prints. Negatives are cropped approximately 1/16 on both ends.

**Please handle negatives by edges Only**  
**Ordering Instructions...**  
 Each negative strip **MUST** be in separate glassine  
 Indicate Print size and Quantity required  
 (ORDER PRINTS - NOT UNITS)

**List any Special Instructions**

**Cropping**

**Cropping...**all negatives are printed using Normal Crops as listed below, unless another CROP ID is indicated on ordering glassine:

**Normal Crops based on negative size:**

6x7 negs – Crop G      6x7 negs – Crop F      6x6 negs – Crop E  
 645 negs – Crop D      Misc – Crop B      35mm negs – Crop A

All available crops are on the Midwest Cropping Guide. For **specific** cropping, please be sure to include a marked proof, along with a Crop ID. **See Crop Card requirements below.**

**CROP CARDS...**can be used on all lines and are available for all Midwest crops.

**USING CROP CARDS IS NOT MANDATORY** however, Crop Cards insure precise cropping. We recommend them for the following: • to remove or keep something specific • when cropping is critical or exact • to insure required cropping **Please remember, we center on what appears to be the main subject of interest. Use Crop Cards if this will not give you just what you are trying to achieve.**

**SERVICE CHARGE OF \$3.00** is added for any negative mounted incorrectly, on wrong crop card or mounted backwards. **Contact** Midwest for a selection of Crop Cards or for complete information on mounting and using Crop Cards.

**Quantity Prints – SAME NEG**

Print Size	12-49	50-99	100+	
Wallets	.45	.39	.28	<b>Normal In-Lab Time Quantity Orders Only 5 WORKING DAYS</b>
3 <sup>1</sup> / <sub>2</sub> x 5	1.19	.99	.89	
4 x 5	1.19	.99	.89	
5 x 5	1.49	1.29	1.09	
5 x 7	1.89	1.59	1.29	
8 x 10	2.79	2.19	1.79	

**Call for sizes or quantities not listed:** Note: Please enclose a sample or guide print. No remakes on orders submitted without sample or guide print. We reserve the right to submit a print for approval. Prices are for negatives within lab standards. **For larger quantities of single image printing call Pat for pricing.**

**Two – Tones – From T-Max 400 C/N film ONLY**

**ADD .50 per negative** This modest charge only applies to Midwest Color Lab negatives with our PVAC numbers. Any other Lab negative must be re-analyzed and a \$3.00 per negative charge will apply. Specify Two-Tone on Work Order. Negatives without tone specified will be printed BROWN TONE or as proof if enclosed.

**Ordering instructions...**Each negative **MUST** be in separate glassine. Indicate Print Size and Quantity required (order PRINTS – NOT UNITS). Check Negative Retouching-if desired. Indicate Crop ID-if desired. Square negatives-check VERT or HORZ. Check cropping preference- where applicable.

**List any Special Instructions.** Indicate here for Two-Tone color.

Use GREEN Work Envelope. List quantity of negatives enclosed. Check Service Line Desired. Indicate Film Types (Mix Film Types ONLY if Midwest did proofing.) Indicate Quantity of Negatives. Please check ALL services being ordered. **List any Special Instructions.**



**Package Printing Services**

**Cropping...** all negatives are printed using Normal Crops as listed below, unless another CROP ID is indicated on ordering glassine: **Normal Crops based on negative size:**

6x7 negs – **Crop G or Crop F** 6x6 negs – **Crop E** 645 negs – **Crop D** 35mm negs – **Crop A**  
 All available crops are on the Midwest Cropping Guide. For **specific** cropping, please be sure to include a marked proof, along with a Crop ID. **See Crop Card requirements below:**

**Two-Tones...from T-Max 400C / N film ONLY ADD \$2.95 per negative. Specify Two-Tone color on negative glassine. Negatives without tone specified will be printed Brown Tone or as a proof, if enclosed.**

**CROP CARDS...**can be used on all lines and are available for all Midwest crops.

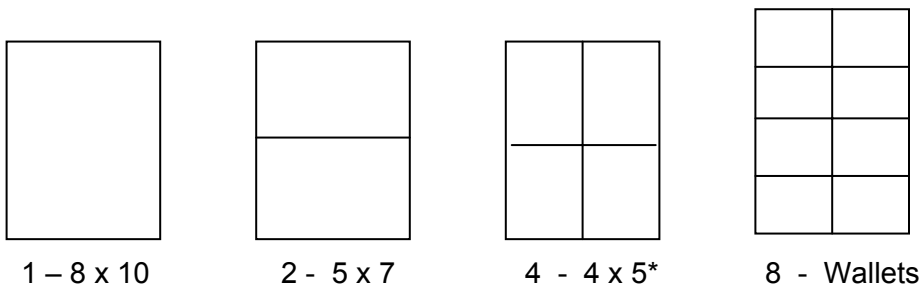
**USING CROP CARDS IS NOT MANDATORY,** however, Crop Cards insure precise cropping. We recommend them for the following:

- To remove or keep something specific.
- When cropping is critical or exact.
- To insure required cropping.

Please remember, we center on what appears to be the subject of interest. Use Crop Cards if this will not give you just what you are trying to achieve.

**SERVICE CHARGE OF \$3.00...** is added for any negative mounted incorrectly, on wrong crop card or mounted backwards. Contact Midwest for a selection of Crop Cards or for complete information on mounting and using Crop Cards.

**Unit Descriptions**



**½ Unit Descriptions**



Other, unusual, unit combinations are available. If you have such a request, please call us for consultation.

**Wallet Imprinting.....**

**Choose from:** *Script* or **Bold** \$2.95 Set-Up Charge  
 (*Diagonal* or Straight per Name & Year or line Also choose from: Gold, Silver or Rainbow)  
*Digital "imprinting" is available in any color. Please ask.*

***Script / Diagonal / Gold will be used if not otherwise specified.***  
***Additional Crop: Add 2 Days Each. 16 x 20 or larger ADD 4 working days.***

**Yearbook or Composite Glossies**  
**Black & White or Color Glossies**

**Lab sizes...**just indicate the final head size desired on the glassine—we'll do the rest.  
 All Glossies printed + or -  $\frac{1}{16}$ ". Prints are **UNCUT**

**2<sup>1</sup>/<sub>2</sub> x 3<sup>1</sup>/<sub>2</sub> Glossy Prices**

<b>SERVICE</b>	<b>LAB SIZED</b>	<b>ADD ADD'L 2 DAY SERVICE TIME FOR NEGATIVE RETOUCHING IF ORDERED</b>
<b>6-DAY</b>	2.95	
<b>4-DAY</b>	3.95	
<b>2-DAY</b>	6.95	

**\*\* Priority Retouching will be used when retouching order with 2-DAY Glossy Service**  
**Digital retouching only adds 1 extra day of service time**

**Negative Retouching****Important Information about Negative Retouching, Corrective Spotting & Artwork**

There are major differences between these retouching methods—both in when they are performed and the corrections they are used for. *Negative Retouching* is done on the negative **before** any prints are made. Therefore, the corrections are reflected on all prints made. *Corrective Spotting & Artwork* is done **after** the prints are made and must be done on each individual print. As noted below—some corrections will require both services. Below is a list of the most often requested corrections possible and the type(s) of service needed.

**For best results...please include a proof of guide print. Also, give specific instructions for extensive or unusual retouching or artwork. When in doubt—call Customer Service**

**Negative Retouching required to**

**Remove or soften:** most blemishes, eye bags, smile lines, necklines, crows feet, acne, facial scratches and/or rashes. Heavy blemishes, bad acne or extreme cases may also require corrective spotting and/or artwork.

Note: Moles and/or Scars are **NOT RETOUCED UNLESS REQUESTED**  
 Most will also require additional artwork.

Tone down shine on face **For best results,** head-size should be no smaller than  $\frac{1}{2}$  inch (dime size).

**Corrective Spotting and/or Artwork required to**

**Remove or soften:** heavy or dark eye bags, smile lines, necklines, crows feet, rashes or acne.

ALL hair or clothing corrections  
 Remove eyeglass glare and distortions  
 Neutralize 'Red Eye' or open eyes  
 Tone down glares, flares or hot spots  
 Remove unwanted items in photo  
 Removal of braces or whiten teeth

Negative Retouching **for 35mm Negatives** can only be done digitally.

**Negative Retouching**

First Head—per negative \$ 11.00 ea.  
Additional Heads \$ 3.95 ea.  
Includes blending for sizes 4 x 5 and larger  
Add \$1.50 per negative per head for 35mm.

**Normal In-Lab Time**

**5 WORKING DAYS**

(Allow more time during peak periods)

**Problems not covered as Negative Retouching:**

Blending or retouching NOT done by Midwest

**Artwork quotes will only be given when requested and when charges are expected to exceed \$24.00.**

**Corrective Spotting & Artwork**

**Print Artwork \$44.00 per hour**

**MINIMUM CHARGE \$18.00**

**Not recommended for prints 4 X 5 and smaller**

**Normal In-Lab Time**

**4 WORKING DAYS MINIMUM**

(Service time will be quoted on extensive jobs.)

**3" Photo Buttons & Mirrors...**

ADD Buttons or Mirrors to any Product Line

**Prices:**

<i>With Photo</i> -----	<i>First</i> -----	<i>Additional</i>
Buttons	1.99	1.29
Mirrors	2.29	1.49
<i>Photo Supplied</i> -----	<i>Each</i>	
Buttons	1.89	
Mirrors	2.19	

*Normal In-Lab Time*

**4 WORKING DAYS**

**With Special Events Order**

**ADD 1 WORKING DAY**

*Mirrors or Buttons ONLY*

Easel Backs for Buttons 20 Backs-\$2.95

**Special Events System – Prom, Team, Dance, Sport**

**Special Events System (S.E.S.) orders are for these group activities ONLY:**  
*Proms, Sports & Teams, Dance Schools, Nursery Schools and Undergrads (K-11)*  
**Each S.E.S. order MUST meet subject restrictions and minimum requirements.**

**Please note: These prices do not include film processing**  
**GENERAL PORTRAITURE NOT ACCEPTED UNDER THIS LINE**  
*Choose the Service Line that meets your deadline!!*

**Orders MUST be submitted in S.E.S. Work Order Envelopes (Black) with Run Sheets**  
**Minimum Order \$40.00 ADD \$5.00 Handling Charge for orders under \$40.00**

**6 – DAY Service****For Basic Units and Prints-Wallets to 10 x 14**

*Description* ----- *Each*

Full Units 2.09

½ Units 1.19

8 x 14 Prints 4.95

10 x 14 Prints 5.49

**Team-Group Photos**

5 x 7 Prints 1.19

8 x 10 Prints 1.99

10 x 14 Prints 5.49

**Additional Sizes & Services**

See below for additional Service Times

11 x 14 Prints 7.95

16 x 20 Prints 19.95

20 x 24 Prints 26.95

**Normal In-Lab time**  
**Basic sizes-to 10x14**  
**6 WORKING DAYS**

11 X 14 Prints  
**ADD 1 WORKING DAYS**

16 X 20 Prints  
**ADD 2 WORKING DAYS**

**10-DAY Service****For Basic Units and Prints-Wallets to 10 x 14**

*Description* ----- *Each*

Full Units 1.99

½ Units .99

8 x 14 Prints 4.29

10 x 14 Prints 4.99

**Team-Group Photos**

5 x 7 Prints .99

8 x 10 Prints 1.79

10 x 14 Prints 4.99

**Additional Sizes**

8 x 14 Locker Prints 4.95

10 x 18 6.95

11 x 18 12.95

10 x 20 15.95

**Normal In-Lab Time**  
**Basic sizes-to 10x14**  
**10 WORKING DAYS**

11 X 14 Prints  
**ADD 1 WORKING DAYS**

11 x 14 Prints 6.95

16 x 20 Prints 17.95

20 x 24 Prints 26.95

**Add 1 DAY FOR 16x20 & 20x24 SIZE PRINTS**

**System Features...**

Film Processing NOT INCLUDED

- **NOW Available** from 35mm FILM
- Borderless prints on Fuji “Lustre” or “Kodak E” surface paper ONLY
- All Units uncut – Die Cut Wallets available for a fee, 75¢ per unit

**Additional Services and Charges:**

- Film Processing: \$2.50 per 120 roll • \$3.75 per 220 roll
- Editing Service-to pick best pose: 50¢ per individual or group photo
- Die Cut Wallets-please specify: Full Unit, 75¢ • ½ Unit, 59¢

**ADD 1 Working Day for Die Cut Wallets**

**Order requirements.... S.E.S. orders must meet all qualifications and/or subject matter requirements to be accepted under this line.** (Since prices are lower, color and density standards may not be as high as other printing lines.)

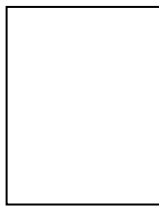
- **Your event MUST** be photographed on Fuji or Kodak Professional Film Only.
- Negatives printed full frame.
- ONLY ONE CROP SIZE PER ORDER
- Uniform lighting, same distance, and posing are needed to insure qualification.
- Correct exposure will insure the best possible prints.
- Exposures must be within 2 stops, over or under, of accepted normal negative exposure. Negatives beyond this range are not guaranteed consistent printing results.
- Roll film orders must include run sheets. All rolls in must use the same Package Descriptions.

**Creating Your Package Selections...** Using a combination of FULL and ½ Units, you can design a variety of packages to fit your customer's needs. Orders may contain a maximum of 8 packages. Orders containing more than 8 packages or offering an 'Ala Carte' ordering style, **ADD-2** additional working days and a surcharge of 20%. If you need assistance in creating your packages, please give us a call.

To insure the proper handling of your orders, please contact Customer Service for complete ordering instructions run sheets and ordering envelopes **BEFORE SUBMITTING ORDERS.**

**For Photo Buttons and Mirrors, see page 18. For Trader Cards see page 20.**

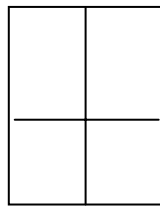
**Unit Descriptions**



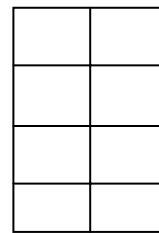
1 – 8 x 10



2 - 5 x 7



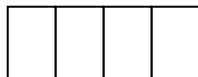
4 - 4 x 5\*



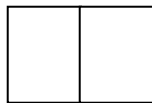
8 - Wallets

1-5x7/4-2x3

**½ Unit Descriptions**



4 – wallets



2 - 4 x 5\*

\* 3½ x 5's are available from all format sizes

Other, unusual, unit combinations may be available. If you have such a request, please call us for consultation.

## Two-Sided Trader Cards & Sports Magazine Covers

### Please use the Midwest Color Lab Player Information Sheets

- **Trader Cards:**

All traders are now printed digitally and are only available as a two-sided, 2 unit product.

Pricing includes the layout design, the child's name and team information.

8 cards with backs \$7.50 per set

12 cards with backs \$9.50 per set

48 cards or more(same image) \$6.25 per set

- **Magazine Cover**

Magazine covers resemble the real thing! Add this item to your Sports packages:

Pricing includes the layout design, the child's name and team information.

8 x 10 Magazine cover, choice of theme: 4.95

### After Original SES Order submission, applies to all re-orders:

Trading cards		\$7.95	Magazine Cover		\$5.95
Stickers, self-cut	12 for	\$4.95	Stickers, self-cut	16 for	\$5.95
Locker prints	8x14	\$6.95	Magnets, wallet	2 for	\$1.95
Locker prints	10x18	\$8.95	Photo button, 3"	each	\$2.25
Locker prints	11x18	\$9.95	Photo button, 3.5"	each	\$2.45
			Mirrors, ea		\$2.95

**These prices are for a single pose only, no mixing of images.**

**Any additions to these base packages must be in ½ or whole units only.**

**The items listed above represent a sample of the Digital Sports Packages that are currently available, use a base package and then add options.**

### **Make Your Sports Shoot Special !**

**Add the Team Name, League, and Year for only \$11.00 per team.**

**This is White lettering with a black outline at the feet of the team.**

**Consider adding a Sports "Theme" frame for your team photos.**

**Custom Trader cards; Sport or Theme, are available.**

**Custom Digital SES packages are available.**

**Please call for a quote.**

Artwork charges will vary with each template created. All custom artwork is the sole property of the studio or photographer. A copy will be kept on file for any future work.

### **Custom • Hand Printing**

**Please see digital retouching prices. We can now print any image in virtually any size.**

## Spray & Mounting Services

**Lacquer Spray...** Protective lacquer finish spray in either Luster or Semi-Matte Finish. Seals and protects the surface of the print from damage and UV rays. Spray is recommended if print is NOT being framed under glass. **\*\*Note:** Semi-Matte spray tends to subdue contrast and depth of colors. Order Semi-Matte only when this is the effect desired.

**Brush Strokes...** Special lacquer to accentuate the detailed areas of the print. Prints **MUST** be mounted prior to having brush strokes added.

**Mount Board...** Ultra smooth, acid-free board—keeps prints flat and ready for framing.

**Foam Core Board...**  $\frac{3}{16}$ " thick foam core board on durable and lightweight mounting method.

**Canvas Board... *Our Most Popular Canvas Mount!*** Mount board covered with artist's canvas. Excellent, economical canvas mounting.

**Masonite...** Print is bonded to artist's canvas and mounted on special masonite.

### Lacquer Spray & Brush Strokes

Description	to 5x5	5x7	8x10	11x14	16x20	20x24
<b>Lacquer Spray</b>	.75	.75	1.00	1.75	4.00	5.00
<b>Brush Strokes</b>	6.29	6.99	9.99	11.49	15.49	21.99

*Normal In-Lab Time*

**Lacquer Spray • ADD 1 WORKING DAY**

**Brush Strokes • ADD 2 WORKING DAYS**

### Flush Print Mounting

Description	5x7	8x10	11x14	16x20	20x24
<b>40 pt. Board</b>	1.69	2.29	3.49	N/A	N/A
<b>80 pt Board</b>	1.89	2.79	4.29	5.99	7.99
<b>Foam Core</b>	2.29	2.79	4.79	7.99	11.49

*Normal In-Lab Time*

**ADD 1 WORKING DAY**

### Canvas Mounting

Description	8x10	11x14	16x20	20x24
<b>Canvas Board</b>	8.99	11.99	16.99	24.99

*Normal In-Lab Time*

**Canvas Board • ADD 2 WORKING DAYS**

**Other Canvas Mounts • ADD 5 WORKING DAYS**

**Above prices are for Spray, Mount and Finishing Services ONLY and Do Not include price of prints. *Contact Customer Service for additional mounting materials***

**We assume no liability for finishing and/or mounting  
any prints not made by Midwest Color Lab.**

## Digital Workstation

### Initial Service:

- Your negative or photographic print is scanned to create a digital file.
- Accepted negative sizes: 35mm to 6 x 9, Color or Black & White.
- Reflective flatbed scanning of wallets to 8 x 10 prints.
- Output to your Zip; (a \$4.00 charge), or print to color photographic paper. A request for archival media and digital photographic prints must be made at the time the work is submitted.
- Normal delivery of Digital printing is an 8-day service. Add 40% to the print prices for requests of 4-day service. Add 100% to print prices for requests of 2-day service.
- "E" surface paper only, prints up to 20 x 32 are now available.

### How to Order:

- Write "Digital" in the "Special instructions:" Box.
- Indicate the total number of media (CD's, Zip's, Jaz's, etc.) enclosed
- Indicate the total number of files for printing.
- Number your media 1, 2, 3, and so on. Number your image files 1, 2, 3, and so on. Please do not include customer information or studio references as file names.
- Negatives must be submitted in their own glassines, with analyzer numbers, and requested print sizes.
- When requesting CD or Zip archiving for submitted negative re-orders, please indicate in the "Special Instructions" Box on the front of the Work Order bag. "Make CD from this order."

### Opening files and Negative scanning:

Opening files, from any digital media, for all Product Lines:		\$2.95
Scan fee, <b>Midwest production negatives</b>		.59 per scan
When scanned at the time of film processing:		.29 per scan
• Scan fee, all other negatives not Midwest production,		
	1 <sup>st</sup> scan:	2.95
All subsequent neg scans not Midwest production:		.59 per neg thereafter
• Scan a print for digital copying or artwork	1 <sup>st</sup> 3 prints	4.95 ea.
	4 or more	3.00 ea.

Add \$4.95 for a CD of the scanned files

All images are sized to an 8x10 file size, unless notified otherwise.

The hourly rate for digital artwork is \$44.00. A \$16.50 minimum will apply to all digital artwork. Thereafter, digital artwork is billed in ¼ hour increments.

### Terms & Conditions:

All terms, limits and conditions apply for unit pricing.

All digital work submitted of a candid nature will be billed accordingly.

The hourly rate for digital artwork is \$44.00. All digital artwork is billed in ¼ hour increments.

At this time Midwest Color Lab does not make negatives from digital files.

## Output to Photographic paper

**Candid & Portrait Reprints**

<i>Candid Print Size</i>	<i>Print</i>	<i>Required *tiff file</i>
2 – Wallets	2 for \$ 1.95	6 MB
Wallets – 50 Special	19.95	6 MB
Wallets – 100 Special	29.95	6 MB
1- 3 or 3 <sup>1</sup> / <sub>2</sub> x 5 each	1.49	6 MB
1 – 4 x 5	1.69	6 MB
1 – 5 x 5	1.79	6 MB
1 – 5 x 7	2.59	8 MB
1 – 8 x 10	3.95	14 MB
1 – 11 x 14	10.25	18 MB

**Package Printing Services**

<i>Unit Print Prices</i>	<i>1 Print</i>	<i>Additional unit</i>	<i>Required *tiff file</i>
All <sup>1</sup> / <sub>2</sub> units	\$ 2.95	\$ --	--
Wallets, 8 up	4.95	3.50	14.4 MB
Wallets, 24 Special	8.95		14.4 MB
Wallets, 48 Special	13.95		14.4 MB
Wallets, 96 Special	27.95		14.4 MB
3 or 3 <sup>1</sup> / <sub>2</sub> x 5 (4up)	4.95	3.50	6 MB
3 or 3 <sup>1</sup> / <sub>2</sub> x 5 (4different)	5.95	3.95	6 MB
4 x 5 (4up)	4.95	3.50	6 MB
4 x 5 (4different)	5.95	3.95	6 MB
5 x 7 (2up)	4.95	3.50	6 MB
5 x 7 (2different)	5.95	3.95	8 MB
8 x 10	4.95	3.50	14.4 MB

**Large Prints**

<i>Size</i>	<i>First Print</i>	<i>Additional</i>	<i>Required *tiff file</i>
8x16 Panoramic-one image only	\$ 15.95	12.95	18 MB
10x10 Square-- 6x6 only	5.95	3.95	18 MB
10x20 Panoramic-one image only	17.95	13.95	28 MB
12x12 Square 6x6 only	15.95	11.95	18 MB
12x24 Panoramic-one image only	27.95	22.95	28 MB
11x14	9.25	8.95	18 MB
11x14 w/3 or more add'l digital units or large prints		8.50	18 MB
16x16 Square 6x6 only	19.95	14.95	24 MB
16x20	24.95	20.95	28 MB
16x20 w/3 or more add'l digital units or large prints		18.95	28 MB
20x20 Square 6x6 only	29.95	25.95	55 MB
20x24	32.95	27.95	55 MB
20x24 w/3 or more add'l digital units or large prints		29.95	55 MB
20x30	44.95	39.95	85 MB
20x32	46.95	41.95	100 MB
30x30	59.95	54.95	145 MB
30x40	75.95	69.95	175 MB

## Digital Artwork & Image Enhancement

• <b>Change Color to a B &amp; W or Monotone image:</b>	N/C
• <b>Change individual features of Color image to B &amp; W or Monotone</b>	11.00
• <b>Remove glass glare</b> , does not cover subject eye area – simple	16.50
• <b>Extensive glass glare</b> , covering less than 50% of subject's eye	27.50
• <b>Severe glass glare</b> , covering more than 50% of subject's eye	44.00
• <b>Remove stray hair</b> ; fair hairs against plain background	11.00
Several hairs or clumps on face, neck or plain background	22.00
• <b>Remove braces/dental reconstruction</b> ; remove braces	22.00
Replace or reconstruct tooth    1 <sup>st</sup> tooth	22.00
Additional teeth	5.50
Whitening teeth	16.50
• <b>Open eyes or switch heads</b>	
<u>Must provide second negative with same image size</u>	44.00
• <b>Background</b>	
Small flaw	11.00
Extended background	33.00
• <b>Negative damage</b>	
1 <sup>st</sup> and/or 2 straight-line scratches	11.00
3 <sup>rd</sup> or more several straight-line scratches, each	11.00
Jagged scratches, small detail repair	33.00
Emulsion damage, chemical stains or non facial reconstruction, minimum	44.00
Facial reconstruction, minimum	44.00
• <b>Photo composition</b>	
Combining subjects from two or more negatives into a new image.	
Body detail reconstruction may be needed when images are changed such as adding people to a group, or placing a subject into an outdoor scene.	
Two or more	Submit for Quote
Body detail reconstruction	Submit for Quote
• <b>Restoration</b>	
Repairing small spots and cracks on a plain background	22.00
Repairing overall spots and cracks that do not distort detail and replacing a small portion of a plain background	44.00 55.00
Repairing facial and clothing damage, detailed background damage	Quote
Replace portions of face, clothing, detailed background	44.00

• **All other Image Enhancement or Manipulation**

Digital Artist \$44.00 / hour billed in ¼ hour increments  
Minimum ¼ hour charge

Optical Print Corrections \$44.00 / hour billed in ¼ hour increments  
Minimum ¼ hour charge

• **Save an Enhanced or Manipulated digital image to CD** 4.95

• **Approval Print**

Create a work in progress print for customer approval of  
Digital Manipulation or Enhancement before making final prints 5.00

• **Call with Estimate** 5.00

• **Work print for estimating if proof is not enclosed** 5.00

• **Index sheet print from a single strip of 120 film, up to 12 images** 1.99

• **Index sheet print from either 220 or 35mm film, up to 36 images** 1.99

• **Refused estimate and/or order cancellation charge** 10.00

**Event & Special Occasion Cards**

• <b>Photo Greeting Cards:</b> Holidays, Birthdays, Special Occasions.	25 – 49	.79 ea
A great assortment of Festive card decorations for all occasions	50 – 75	.74 ea
are available. These are attractive borderless image, complete	100 – 124	.69 ea
with envelopes & boxes. Available with or without digital imprinting.	125 – 249	.59 ea
From 35mm to 120, A through G crops.	250 or more	.49 ea

• **Photo Announcement Cards:**

Great idea for Graduations, Engagements, Weddings, or Birth Announcements

**Kodak's Metallic Paper**

**Prints are now available optically or digitally on Kodak's new Metallic paper.**

**This paper has the Kodak copyright statements on the back.**

**Available print sizes range from wallets through 20x32 images.**

**Please add an additional 20% to the price of every print ordered.**

**CANDID ONLY PRICING !**

**No Unit or SES pricing is available at this time.**