

Dear Senior and Parents,

Thank you for selecting O'Connell Photography to create your senior portraits. The poses you will find on the following pages and CD have not had any enhancements done on them. This proof booklet and CD of your images is made for you to take home and to assist you in selecting the best poses and expressions. Sometimes the poses may be a little dark or light, or not of the proper color. This will all be corrected on your finished portraits and will be made to O'Connell's exacting quality standards. Don't worry if you see any blemishes, those will all be removed or softened too, on your ordered portraits!*

* *folio prints are retouched only if wallets or larger sizes are ordered from the pose.*



508-822-1557

398 S. Main St.
Raynham, MA 02767

Studio Hours

Tues, Wed, 10-6

Thur 12-7

Friday 10-4

Stuff you really need to read . . .

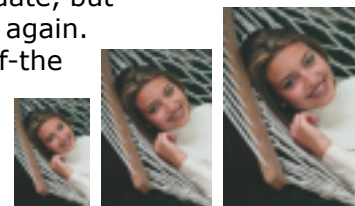
. . . so later you don't say "I was never told about that!" Then you'll get mad at us, and we would hate to have that happen.

Viewing your Images . . . We've gone to the new and exciting method of digital capture and we have included a CD that has the poses from your session on it. Just pop it into a Windows PC. It should start automatically. After the opening screen, click on the play button to watch your images accompanied with music. The pose number of each image is at the top. This CD has an expiration date, but should you wish to purchase it, we will make one that you can see over and over again.

We also have a new service that lets you see any of your poses using our state-of-the-art projection system. This allows you to view each pose in almost any size from

a small 5x7", 8x10", 11x14" desk size print, to appropriate wall sizes of 16x20", 20x24" or larger. No longer will you have to guess how a

particular pose will look in a certain size. We can even place a frame around the portrait to let you see how wonderful the pose will look framed. Since this special service takes a little time, please allow about 15-30 minutes to go over your poses when you return to place your order. We also ask that a parent be at this ordering appointment since they will want to know what's available.



A Word About Wall Portraits . . .

Having a wall portrait made of someone you love, and then proudly displaying it in your home accomplishes a couple of

things: It's a great and affordable way to custom decorate your home. It shows everyone who enters your home just how you feel about your family, and in studies done of young children, psychologists found that having portraits displayed of them actually increases their self esteem.

What's new . . . PLENTY ! When you go through this catalog you will see all kinds of new:

~ Multiple Pose Packages ~ Image Gallery's ~ Senior Mats ~ Signature Wallets ~ Multi-pose wallets
~ Cool Edge Wallets ~ Framing at low prices

Finishes . . . Portraits are finished in our popular **SENIOR** finish which is a protective lustre lacquer finish to help protect the prints from moisture and ultra violet rays. 11x14's and larger portraits are bonded to art board, perfect for framing with or without glass. Our **Canvas** finish is the finest we offer. Portraits 11x14 or larger are bonded to a special canvas board and mounted under high pressure to allow the threads of the canvas to become visible under the print surface.

A few Reminders . . .

~ the session fee paid when you had your portraits taken is not applicable toward your portrait order.
~ on average it takes 6 - 8 weeks to have your finish portraits completed. This can vary depending on the season and the work required. Add additional extra time for any special digital artwork requests.
~ the yearbook print if needed can take a couple of weeks to be done so please allow this time for your yearbook deadline.

~ **Don't forget the additional deposit of 50% of the balance is required to process your order.**

www.oconnellseniors.com

over for more stuff you really need to read . . . 1

How to Order . . . Each individual pose has a number located underneath it. Use that number for ordering. Mark down on a sheet of paper or the tally sheet on the back of the booklet the sizes and quantity of each pose. Remember that 5x7's come in pairs, 4x5's come in sets of 4 of one pose, and wallets are in quantities indicated by the package you pick. Also tell us if you want to include the pose in the proof set, multi-pose wallet, or one of our Image Gallery or Senior Mats. Also make a note that tells us which pose is for your yearbook, and if it's B&W or Color. I know this seems a little confusing at first, but it will all make sense later on. Once you have all your poses selected and sizes and quantities figured out, transfer the totals to the tally sheet enclosed. If all of this seems overwhelming to you, we'll be happy to figure it out when you return this booklet back to us. Just indicate what you want next to each pose and we will do the rest!



xxxx_123
pose #

Pose Changes . . . We encourage you to order a number of different poses that will showcase different sides of your personality. However, there is a bit of a cost to do standard retouching and setup for each additional image. Each package will tell you how many poses are included in it free, each additional pose change is **\$18.00** per head in the image for standard retouching. Standard retouching will smooth facial lines and remove slight acne blemishes. More extreme artwork can be done for \$25 - \$59 on average. These are one time fees and cover any sizes you order from that pose.

Money and Stuff . . .

- ~ The session fee is payable at the time of the session.
- ~ A \$150 non-refundable payment on your order is required should you like to take the proof booklet and CD out of the studio for home viewing.
- ~ When you place your order, a deposit of one-half of the remaining balance (after any earlier deposits) is due before the portrait order can be processed (this includes the yearbook photo).
- ~ Special layaway plans are available.
- ~ A charge of \$15 will be made for all checks returned.
- ~ Sales tax will be added to all purchases.
- ~ **Minimum order is \$150** (excludes session fees)

Deliveries . . .

The balance is due in full when the order is picked up within 30 days after notification, and can be made by Cash, Credit Card or Money Order Only. Visa, Mastercard, and Discover card are welcome.

Copyright . . .

The photographic works produced by Mark O'Connell are copyrighted. Any reproduction of proofs, wallets or portraits by anyone other than Mark O'Connell is prohibited by federal law and prevented by your integrity. Give only genuine O'Connell portraits to your family and friends.

Can I Order Later? . . .

Yes, but prices can change. Images from which portraits are ordered will be saved for 2 years. Poses not ordered from will be kept for 6 months. To insure current rates, you should order what you need at one time. You'll save money. Re-orders are based on re-order prices in effect at the time of the order.

When Do I Return the Proof Booklet? . . .

The proof booklet and CD are loaned to help you decide what poses you wish to order. They are owned exclusively by O'Connell Photography and MUST be returned by appointment within 10 days unless other arrangements are made. Delaying their return could forfeit your order payments and also delay the yearbook pose to the school.

What About the Yearbook Print? . . .

A yearbook print will be provided upon request. Please let us know if your school requires a B&W or Color Print, and when the deadline is. Please allow 2 weeks before the deadline so that we can have it produced.

Guarantee . . .

Your satisfaction is the foundation of our success. All Mark O'Connell products are 100% guaranteed.

Other Information . . .

We are proud of the portraits we create. All Genuine O'Connell Portraits are embossed with our studio name. There will be a 5% charge on the entire order for any photographs requested without our trademark to cover the necessary production changes.

VALUE PAKS . . . great deals . . . lots of choices

RED HOT PAK



Pick up to **4** poses



\$ 689.

save \$234.

Package includes:
16x20 wall portrait
1 - 8x10, 4 - 5x7's
92 wallets
(4 sets of 23 wallets each),
yearbook photo,
plus 8 pose folio

Super Special



Pick up to **3** poses



\$ 586.

save \$145.

Package includes:
11x14 wall portrait
1 - 8x10, 4 - 5x7's
69 wallets
(3 sets of 23 wallets each),
yearbook photo,
plus 8 pose folio

STARTER PAK



Pick up to **2** poses

\$ 429.

save \$142.

Package includes:
11x14 wall portrait
2 - 8x10, 4 - 5x7's
46 wallets
(2 sets of 23 wallets each),
yearbook photo

Upgrades . . .

- Replace 11x14 with a 16x20 . . . \$82
- Replace 16x20 with a 20x24 . . . \$82
- Change 8 pose folio to 12 pose folio . . . \$47
- Add 8 pose folio to Starter Pak . . . \$129
- Add additional poses to package . . . \$18 ea.

- Signature wallets . . . \$15 per pose
- CoolEdge wallets . . . \$ 19 per pose
- Canvas Finish on 11x14 . . . \$68
- Canvas Finish on 16x20 . . . \$99
- Add a 11x14 frame . . . \$39
- Add a 16x20 frame . . . \$54

Special Values . . . quality combinations

A

up to two poses
 1 - 16x20
 2 - 5x7's (one pose)
 47 wallets (from one pose)
\$ 416 (\$516 canvas*)

B

up to two poses
 1 - 11x14
 2 - 5x7's (one pose)
 47 wallets (from one pose)
\$ 313 (\$382 canvas*)
 (* largest print is on canvas)

C

up to two poses
 1 - 11x14
 2 - 5x7's (one pose)
 15 wallets (from one pose)
\$ 272 (\$340 canvas*)

D

up to two poses
 2 - 8x10's
 2 - 5x7's (one pose)
 31 wallets (one pose)
\$ 309

E

one pose only
 1 - 8x10
 2 - 5x7's (one pose)
 23 wallets (from one pose)
\$ 219

F

one pose only
 1 - 8x10
 2 - 5x7's (one pose)
\$ 179



Extra Desktop, Gift & Album Sizes . . .

Add to Value Paks, EZ Pak or Special Values only, from same pose. For a pose not previously ordered from, simply add \$18.00 for pose change. SENIOR finish.

8x10 45.00 **5x7** set of 2 (same pose) 48.00 **4x5** set of 4 (same pose) 60.00
11x14 106.00 **16x20** 208.00 **20x24** 318.00

Wallets . . .

Add to Value Paks, EZ Pak or Special Values only, from same pose. For a pose not previously ordered from, add \$18.00 for pose change. Be sure to order enough to give to your classmates, friends, and relatives.

15 wallets in one pose	47.00	31 wallets in one pose	62.00
47 wallets in one pose	76.00	100 wallets in one pose	111.00
94 wallets in two poses of 47	139.00	188 wallets in four poses of 47	207.00

Yearbook Glossies – are included on all special value packages at no additional charge.

Portfolios – add a 8 pose portfolio to any package over \$250 for only \$155.00. Orders over \$350, it's only \$129
 add a 12 pose portfolio to any package over \$250 for only \$ 198.00 Orders over \$350, it's only \$169

A-La-Carte Choices ~ For those who do not desire a package.

SIZE	SENIOR Addtl*	CANVAS Addtl*	SIZE	SENIOR Addtl*	CANVAS Addtl*	SENIOR Addtl*	CANVAS Addtl*
30x40	599.00	774.00	24x30	478.00	623.00		
20x24	333.00	381.00	16x20	268.00	342.00		
11x14	133.00	222.00	8x10	79.00	56.00	127.00	89.00

5x7 set of two (same pose), Senior finish 83.00, Addtl 61.00
 4x5, set of four, (same pose), Senior finish 95.00 Addtl 71.00
 * Addtl. are of the same pose.

WALLETS – from one pose
15 72.00 **31** 91.00 **47** 111.00 **100** 139.00
 If ordered with a larger print of the same pose, deduct \$16.

YEARBOOK GLOSSIES

Set of Two (same pose) 45.00 If ordered with a larger print of the same pose, deduct \$16.

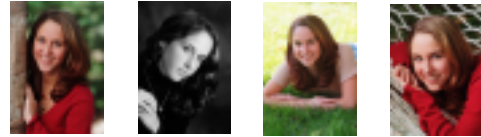
EZ-Pak

Make it easy...Save money!

1. Select up to 4 poses
2. Choose the sizes you want from your 4 poses and write the pose numbers by the sizes.
3. Return this order form to us.

1- 11x14, 6 - 5x7's, 60 wallets, up to 4 poses, and yearbook glossy all for **only \$489!** save \$172

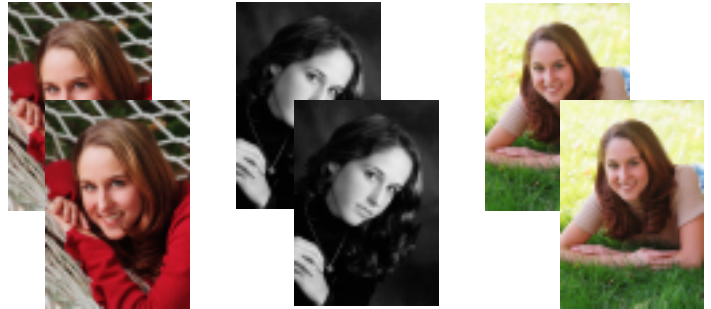
60 Wallets (4 sets of 15)



15 wallets of each

_____ # _____ # _____ # _____

6 - 5x7's (3-pairs)



2-5x7's of _____ 2-5x7's of _____ 2-5x7's of _____

X-tra Bonus!

Get this package and add the set of 8 or 12 proofs (set below) and we'll throw in a bi-fold desktop folio with 2 MORE proofs absolutely **FREE!** Which of the 2 poses would you like?

_____ # _____ (of your 8 total poses)

ADD-ONS

Framed Image Gallery . . . \$183. (use 3 of your 4 poses)
 which 3 poses? # _____ # _____ # _____
 do you want your name and grad year on it? yes or no?
 Name: _____ year: _____

Set of 8 proofs \$105 (use your 4 poses plus 4 others)
 which 4 other poses? # _____ # _____ # _____ # _____

Set of 12 proofs \$ 142 (use your 4 poses plus 8 others)
 which 8 other poses? # _____ # _____ # _____ # _____
 # _____ # _____ # _____ # _____

Folio to hold the 8 poses for above ~~\$25~~ **special \$19.**
Folio to hold the 12 poses for above ~~\$34~~ **special \$29.**

More Wallets: from same pose. For a pose not previously ordered from, add \$18.00 for pose change.
15 wallets 47.00 31 wallets 62.00 47 wallets 76.00
 circle qty: circle qty:
15 31 47 pose # _____ **15 31 47** pose # _____
15 31 47 pose # _____ **15 31 47** pose # _____

Includes:
 Pose Changes &
 Yearbook
 Photo

1 - 11x14



Yearbook Photo



1 - 11x14 of pose # _____

And **YES**, I would like a frame to go with that! I understand that for the incredibly low price of **only \$39**, my 11x14 portrait will be professionally framed in my choice of a **Gold, Silver, Oak or Walnut, or Black** (from our special selection) frame when ordered along with the print. Please choose the Color: _____ (gold, silver, oak, walnut, or black).

Wait... I want to upgrade my 11x14 to **16x20, for only \$72** (total savings of \$239)
 Add 16x20 frame for only \$54



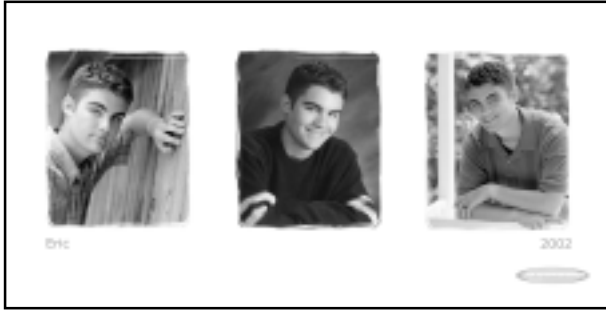
508-822-1557

Here's what we recommend:

E-Z Pak \$ 489
 get a proof set of your favorite 8 \$ 105
 Ya gotta have a folio for them \$ 19
 Bonus of 2 more proofs and a folio **FREE!**
 And add on the frame too \$ 39

Image Galleries - this **all new** product has already met with rave reviews! You can pick **3 images** which we'll *combine* in **1 -8x16" photograph**. Then we'll enhance them with **artwork, decorative edges, and optionally, your name and the date the photograph was created**. The print will then be mounted, framed and **ready to hang!** What a great way to add a custom look to any small space in your home! Perfect as gifts too!

Image Gallery



Pose # _____ Pose # _____ Pose # _____

Image Gallery features 3 images in black&white or color, with special edge effects added, placed on a classic white background. Name and date can be added as more personalization.

Our **Deluxe Image Gallery** features 3 images in black&white or color, with special edge effects added, placed on a custom background. An additional image can be faded into the background. Special touches are also added to enhance the final product. Each one is custom designed. Custom Name and date can be added as more personalization. **Add \$25** to below pricing.

Pricing . . . Image galleries are available at special savings depending on your total order amount before adding on the gallery.

Order amount*	\$250-550	\$551-800	\$801 & up
---------------	-----------	-----------	------------

Framed (Black)	\$229.00	\$202.00	\$184.75
Unframed	\$177.00	\$150.00	\$132.75

**before gallery is added*

Deluxe Image Gallery add \$25.



Pose # _____ Pose # _____ Pose # _____

Pose faded into background # _____

Easy Instructions for ordering an Image Gallery

Simply write the pose numbers from your proof guide sheets in the space provided under the image gallery at left. We will position them as you indicate. If you have a background color preference, please note that too. Also let us know if you would like the name and any other information printed on the gallery. Spell it out exactly as you would like it.

Notes _____

The "edge" effects we use vary from gallery to gallery. If you have a request, please note it for us.

Check here if you want us to be creative and make you a totally custom gallery. No extra charge !

SeniorMats - are digitally created custom mats. Your mat is created by Mark on his computer to perfectly match your portrait, each one is unique. The mat colors are co-ordinated to match the colors in your photo, or even to match the colors in the room where your portrait will hang. The mats come in a variety of openings and can be textured and personalized with your name or other words for the coolest look in senior photography today! (Prices include portrait and custom mat.)

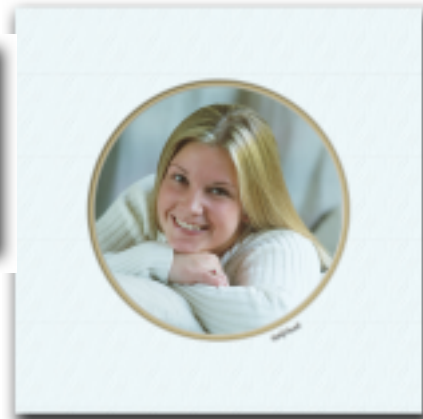
Select Style: _____

Use Pose's # _____

10x20 w/3-5x7s



20x20
Circlemat



16x20 Dimension



16x20 Overlay



16x24 w/1-8x10 & 4-4x5s



11x14 . . . \$229	20x20 . . . 325
20x24 . . . \$449	10x20 . . . 299
16x16 . . . \$305	15x30 . . . 485
20x30 . . . \$579	16x20 . . . 339

Many More Designs to Choose From. See them at the Studio

10x20

6 10x20 w/any 3-5x7 poses . . . \$329
16x24 w/1-8x10 & 4 - 4x5s . . . \$410

new for 2004

contemporary image galleries



blanca



ebony



scroll

these new 8x16 black and white galleries, designed by **mark o connell**, give a contemporary flair to your portraits. pick your favorite 2-4 images

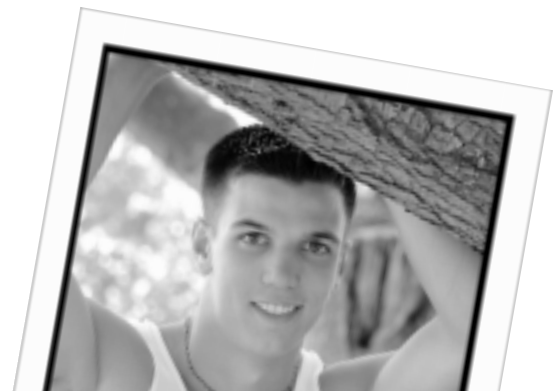
Order amount*	\$250-550	\$551-800	\$801 & up
Framed (Black)	\$254.00	\$227.00	\$209.75
Unframed	\$202.00	\$175.00	\$157.75

*before gallery is added

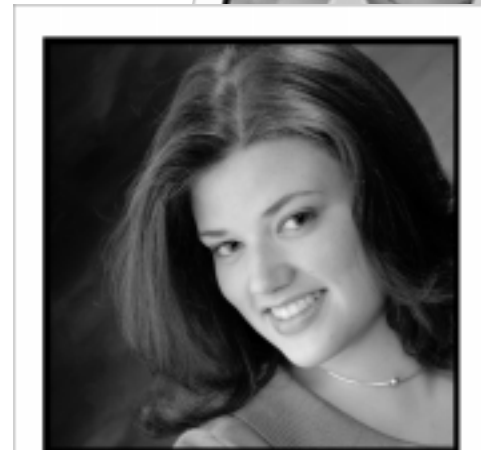


limited edition wallets

provoke a contemporary look to your portrait wallets. available only in stylish black and white. select from these designs.



design fee 25., plus price of wallets



matrinx

stephen
2004

emily
2004

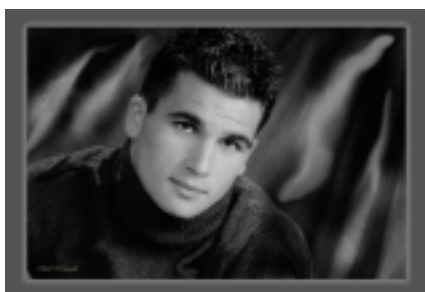
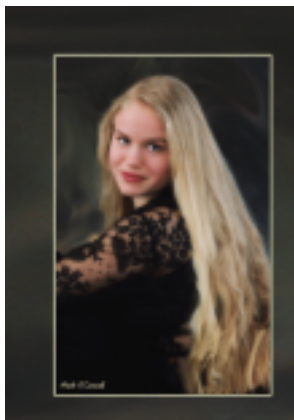
avante garde

unique giclee panels . . . 269. framed

this select premium 8 by 18 inch panel of your portrait images is printed on rich art paper with archival inks. this technique creates a unique look not found with traditional processes. each collection comes framed, ready for hanging. see samples at our studio.



fantasia portraits . . . 399. framed



what is a fantasia ?

it is an artistic rendition of reality. your portrait will lose all restraints of what is called ... normal ... and delve into mark's imagination. the portrait will become a one of a kind piece of art.

all fantasias come as they are ... they are mark's artist interpretation no changes will be made.

fantasias are approx. 13 by 19 inches and are printed on rich art paper with archival inks. each fantasia comes framed, ready for hanging.
399.

see samples at our studio.

SeniorCD . . . Have all your images to keep on CD. Complete with background music and personalized with a cover photo and name. Pop it into your PC computer and watch. It's available with a portrait order of at least \$350*. As your portrait order increases, your cost for the CD decreases as follows.

* Order amount before adding this item.

Order Amount	CD for only
\$250-350	\$99
\$351-475	\$59
\$476-624	\$39
\$625+	FREE



Signature Wallets . . .

At O'Connell's you can have your wallets personalized with your name handwritten by you, or set in type by us. See the samples to select the style you like best.



Your Choice...
\$ 15
per pose*
* plus cost of wallets

Cool Edge Wallets . . . Four Very Cool edges to make your portrait stand out from the rest.



#1



#2

Your Choice...
\$ 19
per pose*
* plus cost of wallets

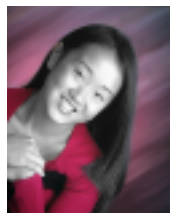


#3



#4

Want B&W, Browntone or a Tint? . . . Yeah, we can do that too! Any of your images can be made into black and white, browntone, a tint of blue, or any tone you want. There is no charge to convert to B&W or a Tone. Spot tones do carry an additional charge of \$25 as that does take a bit more work.



Special Services . . . Glass Reflections . . . \$ 59 per pose - our digital artists can remove glass glares caused by certain prescription lenses.

Braces removed . . . \$ 59 per pose** - Our digital artist removes the braces and identical tooth material above and below the braces area is cloned to fill the gap. The result is a perfect match. Hundreds of perfect copies can be made quickly and easily.

** upper and lower braces \$79.

Hair Corrections . . Avg \$25-\$59 - our digital artist will blend or remove mis-placed hair and blend with the background.

Old Fashioned Proof Folios . . . Proof folios from the days of yesteryear are still available. These are the deluxe style folios we've offered forever that **hold 8 or 12 4x5 inch un-retouched proofs**. You pick your favorite 8 or 12 poses and we'll mount them in the folio for you. They're available with a portrait order of at least \$250.* As your portrait order increases, your cost for the folio decreases as follows.



Order Amount	8 Proofs/Addtl Set** Mounted in Folio	12 Proofs/Addtl Set** Mounted in Folio
\$250-350	\$159/\$119	\$205/\$155
\$351-600	\$129/\$95	\$174/\$130
\$601-800	\$109/\$79	\$155/\$105
\$801 and up	\$95/\$60	\$130/\$85

*Order amount before adding this item.

** Additional sets must be of the same 8 or 12 poses.

Add retouching of all 8 poses for only \$100, or all 12 poses for \$150. No charge for addtl sets!

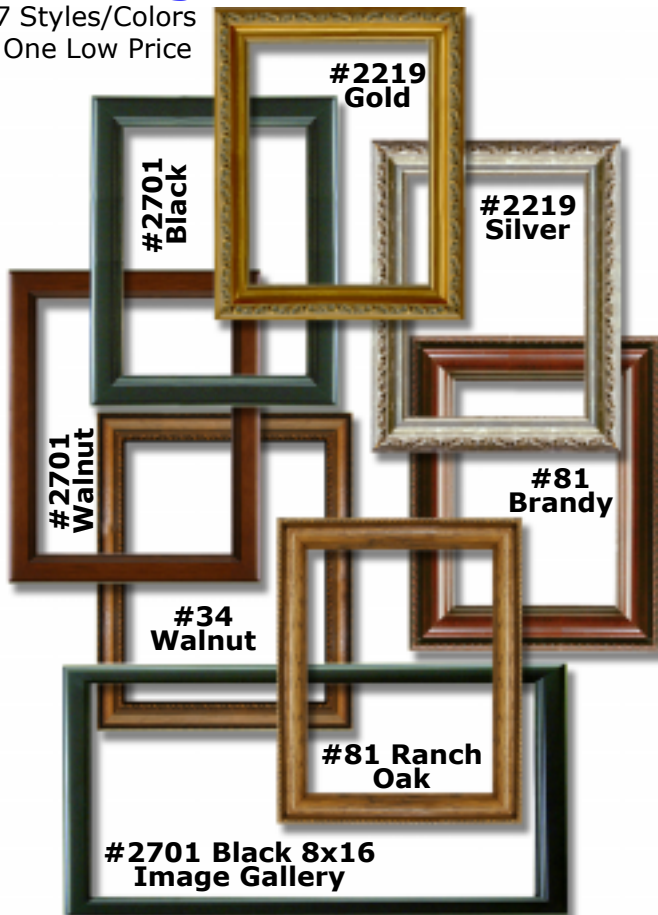
Wallet Albums . . . These deluxe albums hold plenty of your friends' portraits. They prevent fingerprints and bent corners. And when you show them around, others won't be able to read whats on the back. Order one for every 20-50 wallets you get of yourself.



Album that holds:
20 wallets . . . **\$18**
50 wallets . . . **\$22**

Framing . . . One Stop Shopping.

7 Styles/Colors
One Low Price



A word about Framing Photography: Selecting the proper frame for a portrait can greatly enhance the look of the image. You should also consider the room where the image will hang. Co-ordinate the color of the frame with the colors or woodwork of the room.

The frames we offer are good quality and affordable. Any wall portrait frame ordered along with the portrait order will be professionally mounted in the frame at **NO CHARGE**.

Glass - Never display photographs in direct sunlight. If you desire glass over your prints please add the appropriate charge and check glass. Glass is not necessary, unless there are smokers in the house.

Size	Clear Glass	Non Glare
11x14	\$13.00	\$18.00
10x16	\$17.00	\$23.00
10x20	\$18.00	\$29.00
16x20	\$19.00	\$29.00
20x24	\$29.00	\$54.00

FRAME PRICES

11x14 . . . \$39.00
16x20 . . . \$54.00
20x24 . . . \$69.00

Image Gallery
(black only) . . . \$59.00



Senior Desk Frame . . . Just right to display on a desk or table. Available in wine or gold. **\$ 52.** (with 4 prints included . . . **\$ 105.**)

Senior Wall Frame . . . These arrangements offer lasting memories of graduation. Double matted and holds 4 of your favorite photos. Available in wine or gold. **\$ 99.** (with 4 prints included . . . **\$155.**)





398 S. Main St.
Raynham, MA 02767
508-822-1557

Order Tally/Invoice

Account No.

Name			Viewing Date/Time	T W Th F / : am pm
Address			Pose #'s	School
City	State	Zip	Session Date	Session Fee \$ Cash CreditCard Ck# _____
Home Tel	Business Tel		Order Date	Date Needed
Name of Subject		Age	Type	Order Completed
			Originals Out	Originals Returned
			Order Date	Date Needed
			Order Completed	Notified

	Package Name			Wall Size	Yearbook Pose #	Price	Total Price
	Pose#	Qnt.	Size	Description	Finish		
Portraits							
Extra Pose Changes	Qnt. _____ Pose # _____, _____, _____, _____, _____, _____, _____ @						
Previews & Folios	I would like _____ sets of 8 or 12 old fashioned proofs. @						
	I would like _____ proof folios of 8 or 12 for the proofs. @						
	I would like my proofs retouched too! yes or no? (circle) @						
Image Galleries SeniorMats	Pose # _____						
	I would like to keep the Image Collection CD that I borrowed. yes no @						
	My order is over \$250 and I would like to keep this proof booklet @ \$25.						
Image Galleries SeniorMats	I would like _____ Image Gallery or Deluxe Image Gallery (circle) @ (fill out worksheet please)						
	I would like _____ SeniorMat(s) Style # _____ @ (fill out worksheet side please)						
Digital Elements	Digital elements are things like multiple poses put together in the same image, adding text (name,etc.,) color spot, and edges. Total # elements _____ @						
Signature Wallets	o Typeset Pose #'s _____			CoolEdge Wallets	Edge # _____ Pose #'s _____		
	o Signature Imprint _____						
Frames	Qnt.	Size		Description			
Bonuses							

I commission O'Connell Photography to create the portraits ordered by me on the poses indicated and I agree to pay the balance for such services within 30 days after the order is completed. I also agree that for any reason I fail to pay the balance due within 90 days after the order is completed, O'Connell Photography will either, at their discretion, dispose of the unclaimed order will all deposits forfeited or I will pay any fees occurred by O'Connell Photography for legal collection of the above. I further agree that you, as a member of O'Connell Photography, may use any or all poses taken on this session for display, advertising, website, competition, and promotional purposes.
TERMS: One-half of the remaining balance is required when the order is placed. No part of the order can be delivered until the total balance is paid. A monthly storage charge of 1 1/2% of the balance is added on balances after 30 days.

SIGNATURE _____ DATE _____
PARENT OR GUARDIAN (IF UNDER 18) _____ DATE _____

Subtotal	
Sales Tax	
Post/Hand.	
Total	
Deposit	
Balance	
Deposit	
Bal. On Del.	