

# Student Photography



## PRICE LISTS 2018

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*About Choosing a Photographer...*

Memorandum, January 4, 2018, Office of the Chief Operating Officer  
FAQ Information for Schools, Department of Materials Management

#### *Photography Vendors*

Barksdale Photo

Classic Photography & Imaging

Freed Photography, Inc.

Great American Photo, LLC

Jostens (yearbooks only)

Lifetouch National School Studios, Inc.

Masterpiece Studios, Inc.

Scherling Photography, LLC

School Pictures, Inc.

Strawbridge Studios, Inc.

Victor O'Neill Studios, LLC

Walsworth Yearbooks

This e-mail message has been approved for distribution by Dr. Andrew M. Zuckerman, chief operating officer. No hard copy will be provided.


**INFORMATION**

Office of the Chief Operating Officer  
MONTGOMERY COUNTY PUBLIC SCHOOLS  
Rockville, Maryland

January 4, 2018

MEMORANDUM

To: All Principals

From: Andrew M. Zuckerman, Chief Operating Officer 

Subject: INFORMATION—Student Photography Services and Yearbook Contracts

**Summary**

The purpose of this memorandum is to provide an update on the student photography service and yearbook contracts. As you know, there is a list of pre-qualified vendors to provide photography services. The updated list, based on the updated contract, is posted on *my*MCPS and appears below:

<b>Barksdale School Portraits</b> 380 Turner Way Ashton, PA 19014 Susan Sheridan Office Phone: 800-220-7667 Ext. 108 Cell Phone: 610-299-9623 E-mail: susan@barksdalephoto.com	<b>Masterpiece Studios, Inc.</b> 5 Spartan Court Olney, MD 20832 Don Gallagher Phone: 301-570-1067 E-mail: Masterpiecestudio8@gmail.com mstrpcstudio@aol.com
<b>Classic Photography</b> 7410 Coca Cola Drive, Suite 201 Hanover, MD 21076 David Christianson Office Phone: 800-869-9515 Direct Phone: 410-203-1003, Ext 114 E-mail: david@classic-photo.com	<b>Scherling Photography, LLC</b> 506 Shaw Road #328 Sterling, VA 20166 Robyn Scherling Phone: 703-828-4706 E-mail: robyn@scherlingphotography.com
<b>Freed Photography, Inc.</b> 4931 Cordell Avenue Bethesda, MD 20814 Neal Freed Phone: 301-652-5452 E-mail: neal@freedphoto.com	<b>School Pictures, Inc.</b> 6413 Beechwood Drive Columbia, MD 21046 William J. Spano, Jr. Phone: 410-997-8877 Toll Free: 844-SCHLPIX E-mail: <del>S.P.I.@schoolpix.com</del> <b>CORRECTED TO: s.p.i@comcast.net</b>

<b>Great American Photos, LLC</b> 663 Southlawn Lane Rockville, MD 20850 Dorrie Pilot Office Phone: 301-956-7525 Cell Phone: 301-440-4280 E-mail: greatamericanphoto@gmail.com	<b>Strawbridge Studios, Inc.</b> 6420 Sherwood Road Baltimore, MD 21239 Amy Johnson Phone: 410-499-0089 E-mail: ajohnson@strawbridge.net
<b>Jostens (yearbooks only)</b> 206 Blenny Lane Chester, MD 21619 Jennifer Massey Phone: 410-924-6247 Toll Free: 1-800-JOSTENS E-mail: jennifer.massey@jostens.com	<b>Victor O'Neil Studios, LLC</b> 313 Park Avenue, Suite 100 Falls Church, VA 22046 Michael W. Harris Cell Phone: 571-436-2960 Tell Free: 800-320-2894 E-mail: mike@vosphoto.com
<b>Lifetouch National School Studios, Inc.</b> 1017 Wilso Drive Baltimore, MD 21223 Jeff Segall Phone: 410-525-1700 E-mail: jesevall@lifetouch.com	<b>Walsworth Yearbooks</b> 8225 Peridot Drive, Unit #104 McLean, VA 22102 Kathryn Bayliss Phone: 724-681-2072 Toll Free: 800-369-1446 E-mail: Kat.Bayliss@walsworth.com

Principals should obtain at least three quotes from vendors to determine the optimal level of services and affordable packages for their communities. Vendors were notified that principals will not enter into a multi-year agreement. All agreements are for a period of one year only. If you are satisfied with the quality and services provided by a particular vendor, principals can enter into another one-year agreement without obtaining additional quotes. Once the principal has signed the agreement, a copy must be sent to the Procurement Unit, attention: Mrs. Laurie Checco, Buyer II. The Procurement Unit will be maintaining a file of all signed agreements.

#### Questions

- Please contact Mrs. Kathleen C, Lazor, director, Department of Materials Management, at 301-279-3348.

AMZ:KCL

Copy to:

Executive Staff  
 Mrs. Camp  
 Mrs. Lazor  
 Mr. Pisha

School Administrative Secretaries  
 School Business Administrators  
 School Financial Specialists  
 Mr. Koutsos

**Department of Materials Management  
Procurement Unit  
MONTGOMERY COUNTY PUBLIC SCHOOLS  
45 W. Gude Drive, Suite 3100  
Rockville, Maryland 20850**

**January 13, 2017**

**INFORMATION FOR SCHOOLS**

**RFP #4347.2, Student Photography Services for Montgomery County Public Schools**

**Question:** We have a contract that still has one year (or two years) left on it. Can we continue to use our current contract until it ends?

**Answer:** Yes, schools can continue to use the current contract. Once that contract ends, schools should follow the new procedures.

**Question:** We signed a new three-year contract prior to receiving the memo dated Dec. 1 from Dr. Zuckerman. Can we continue to use this contract until it ends?

**Answer:** Yes, schools can continue to use the current contract. Once that contract ends, schools should follow the new procedures.

**Question:** We have been using School Annual On-Line for our elementary school yearbook, but they are not on the list.

C School Annual is a division of Jostens, and Jostens is on the list, so you can continue to use School Annual On-Line.

**Question:** For several years we have used a company that is not on the new list for our elementary school yearbook. Can we continue to use them?

**Answer:** No, schools must follow the new procedures and select a company from the approved list.

**Question:** Once the principal has signed a contract, what else do we have to do?

**Answer:** Copies of all contracts will be kept by the Procurement Unit. Please forward a copy of the contract to [Laurie\\_S\\_Checco@mcpmd.org](mailto:Laurie_S_Checco@mcpmd.org).

**Question:** Do school photographers have to be fingerprinted?

**Answer:** Yes, all school photographers have been notified that they must undergo background check and be badged. Please remind them of this requirement.

**Question:** Who should I call if I have questions about photography services?

**Answer:** Call Laurie Checco in the Procurement Unit at (301) 279-3097 if you have questions.

**Question:** Who should the photographers call if they have questions about photography services?

**Answer:** The photographers should call Laurie Checco in the Procurement Unit at (301) 279-3097 if they have questions.

Attachment B

Department of Materials Management  
**MONTGOMERY COUNTY PUBLIC SCHOOLS**  
Procurement Unit, Suite 3100  
45 West Gude Drive  
Rockville, Maryland 20850

Request for Proposal # 4347.2, Student Photography Services for  
Montgomery County Public Schools

**PRICE SHEET**

Company Name:

Barksdale\_\_\_\_\_

The undersigned hereby submits a RFP response price list to provide all labor, material, equipment, and supervision to complete the services as set forth in RFP 4347.2, Student Photography Services for Montgomery County Public Schools.

**Cost of various packages to students/parents** \$\_\_\_ attached\_\_\_\_\_  
(attach additional sheets as necessary)

**Commission structure** (attach additional sheets as necessary) \$\_\_\_ attached\_\_\_\_\_

**Cost for individual prints** \$\_\_\_ attached\_\_\_\_\_  
Wallet \$\_\_\_ attached\_\_\_\_\_  
5 x 7 \$\_\_\_ attached\_\_\_\_\_  
8 x 10, etc. \$\_\_\_ attached\_\_\_\_\_  
Special features such as panoramic, 3D, etc. \$\_\_\_ attached\_\_\_\_\_  
Other (attach additional sheets as necessary)

**Range of complimentary school offered packages and sitting options** \$\_\_\_ attached\_\_\_\_\_  
(attach additional sheets as necessary)

**Pricing structure for special projects** \$\_\_\_ attached\_\_\_\_\_

**Premium Selection  
Package "A"**

1 - Hi-Res Digital Download  
3 - 8 x 10  
2 - 5 x 7  
2 - 3 x 5  
16 - 2 x 3  
Class Picture

**Package "B"**

2 - 8 x 10  
2 - 5 x 7  
2 - 4 x 6  
w/2 Bonus Wallets  
2 - 3 x 5  
8 - 2 x 3  
Class Picture

**Package "C"**

1 - 8 x 10  
3 - 5 x 7  
2 - 3 x 5  
16 - 2 x 3  
Class Picture

**Package "D"**

1 - 8 x 10  
2 - 5 x 7  
2 - 3 x 5  
4 - 2 x 3  
Class Picture

**Package "E"**

2 - 5 x 7  
4 - 3 x 5  
4 - 2 x 3  
Class Picture

**Package "F"**

1 - 5 x 7  
2 - 3 x 5  
4 - 2 x 3  
Class Picture

**Package "G"**

4 - 3 x 5  
4 - 2 x 3  
Class Picture

**Package "H"**

2 - 3 x 5  
4 - 2 x 3  
Class Picture

Elementary, Middle, or High School  
with Group Proposal



*Premium Selection*

**Package "A"**

1 - Hi-Res Digital Download

3 - 8 x 10

4 - 5 x 7

2 - 3 x 5

16 - 2 x 3

**Package "B"**

2 - 8 x 10

4 - 5 x 7

2 - 4 x 6

w/2 Bonus Wallets

2 - 3 x 5

8 - 2 x 3

**Package "C"**

1 - 8 x 10

3 - 5 x 7

4 - 3 x 5

16 - 2 x 3

8 - 1 $\frac{3}{4}$  x 2 $\frac{1}{2}$

**Package "D"**

1 - 8 x 10

2 - 5 x 7

2 - 3 x 5

8 - 2 x 3

8 - 1 $\frac{3}{4}$  x 2 $\frac{1}{2}$

**Package "E"**

2 - 5 x 7

4 - 3 x 5

8 - 2 x 3

8 - 1 $\frac{3}{4}$  x 2 $\frac{1}{2}$

**Package "F"**

1 - 5 x 7

2 - 3 x 5

4 - 2 x 3

16 - 1 $\frac{3}{4}$  x 2 $\frac{1}{2}$

**Package "G"**

4 - 3 x 5

8 - 2 x 3

8 - 1 $\frac{3}{4}$  x 2 $\frac{1}{2}$

**Package "H"**

2 - 3 x 5

8 - 2 x 3

8 - 1 $\frac{3}{4}$  x 2 $\frac{1}{2}$

Elementary, Middle, or High School  
with No Group Proposal



## Portrait Package Pricing & Commission

Barksdale offers exclusive grid pricing, which enables each school to choose their pricing and commissions, based on the needs of the school!

Commission	A	B	C	D	E	F	G	H	Avg
0%	\$41	\$35	\$30	\$23	\$19	\$15	\$11	\$8	\$22
10%	\$45	\$39	\$33	\$25	\$21	\$17	\$12	\$9	\$24
15%	\$47	\$40	\$35	\$26	\$22	\$17	\$13	\$9	\$25
20%	\$49	\$42	\$36	\$28	\$23	\$18	\$13	\$10	\$26
25%	\$51	\$44	\$38	\$29	\$24	\$19	\$14	\$10	\$27
30%	\$53	\$46	\$39	\$30	\$25	\$20	\$14	\$10	\$28
35%	\$55	\$47	\$41	\$31	\$26	\$20	\$15	\$11	\$29
40%	\$61	\$52	\$45	\$34	\$28	\$22	\$16	\$12	\$32

**ADD-ONS**

(1) 8 X 10 - \$10

(1) 5 X 7 + (4) 2 X 3 - \$10

(8) 2 X 3 - \$10

PERSONALIZATION - \$6

PERSONALIZATION AND GRADE - \$8

RETOUCHING - Basic, \$8.00; Premium, \$13.00

CD - \$25

DIGITAL DOWNLOAD - \$15

## COMPLIMENTARY SCHOOL ITEMS

**Faculty and student ID cards** will be provided free of charge. Student ID cards will include picture, first and last name, student ID#, graduation year or grade, and bar-coded for a lunchroom or library program and attendance systems. Backgrounds may be color coded to correspond to 4-year rotation. Staff ID cards will be provided for all district employees.

**Visitor and/or substitute badges** Twenty-five custom designed badges are offered each year for each school.

**ID card printer** can be offered for the district office for printing replacement or new student IDs and will remain for the term of the agreement. Barksdale also provides ribbons, cards and training as needed.

**TEN Student Directories** will be supplied to each school. Not the typical student directory that falls apart, our soft cover books are yearbook quality, and can handle daily use. The directory includes photographs of each student, broken down by grade and/or homeroom and will include the student's name, grade, and homeroom number. A sample book is enclosed.

**Administrative CD or Dropbox download:** Barksdale will supply to the district office to support the Student Management Software, Gradebook Software, Food Service Software, Library Software and other school purposes. All photos will be high quality and in the appropriate format no later than two weeks after picture days.

**SIM Software:** Developed by Barksdale, this propriety software is a powerful user-friendly system provided to school administrators for tracking student information and producing a variety of digital services. This CD is loaded with student photos, any information that was provided to us in the student list, as well as **ID templates for use in printing replacement IDs.**

**Staff and faculty Picture Package:** Staff member will receive a complimentary package of pictures, as well as their class composite.

**Record Keeping Photos** Each School will receive five sets of our peel and stick record keeping photos of each student and staff member taken on picture day.

**NEW- Positive Images Program:** Our photographers will capture your students "doing something positive". We will provide up to five photos, selected by the school, mounted on 16" x 20" coda board.

**\$25 gift cards:** Barksdale offers gift cards to picture day helpers to be applied to their child's picture package. One helper per photographer is the norm.

**Principal's Album:** Each elementary school's principal will receive a Principal's album. This album contains all of the 8" x 10" class pictures. **NEW-** Principals Albums are now featured as a hard back book.

**Academic Achievement CD:** This program includes a CD that is loaded with certificates for achievement, attendance, birthday and student of the month.

**Mosaic Framed Poster Print:** Each school will receive a complimentary 24x36 framed mosaic print of children and staff in a decorative design.

**Motivational Banners:** Each school will receive 2' x 3' vinyl banner of their choice. Choose from 30 different banners, or design your own!

**Yearbook Photo CD:** Each school will receive a publisher CD labeled with student and staff member's names and grade and teacher. The images on the CD will have specific requirements (PSPA format) and will be specially processed for the yearbook advisor.

**School Calendars and/or daily planners** will be provided for all administrative staff.

**Pass it forward:** Each school may choose to pass their teacher packages on to a student who may not be able to afford it.

**Missing Child Image Card (Identia Kid Card)** - Each student/parent will receive two Secure Image Cards. Barksdale's exclusive program provides access to your child's picture, via the Internet, nationwide, 24 hours a day, 7 days a week. The picture can be emailed to the authorities and used in Amber Alerts.

**Family Discount Plan:** Barksdale offers the strongest family plan in the industry; the first and second child in a family pay full price, each additional child receives FREE pictures. The program is district wide.

**BO-GO:** Buy one get one half off. Parents who purchase the A, B or C package on line receive a second package of equal value for half price.

**Panoramic Photography**

Barksdale's will schedule and photograph, the 5<sup>th</sup> grade, 8<sup>th</sup> grade and 12<sup>th</sup> grade and provide each school's with a complimentary framed print for the office and offer as an item of sale for students.

**SIGNATURE PACKAGE**

**\$338**

**Includes: (5 poses)**

- 4 - 8x10
- 6 - 5x7
- 8 - 4x5
- 48 - Wallets\*
- 1 - CD



**Package includes CD  
\$184 Value**

*High-res CD of 10 poses  
retouched! Presented  
in keepsake portfolio case  
and includes photo release.*

**DIAMOND PACKAGE**

**\$244**

**Includes: (4 poses)**

- 3 - 8x10
- 6 - 5x7
- 4 - 4x5
- 32 - Wallets\*
- 1 - CD



**Package includes CD  
\$184 Value**

*High-res CD of 10 poses  
retouched! Presented  
in keepsake portfolio case  
and includes photo release.*

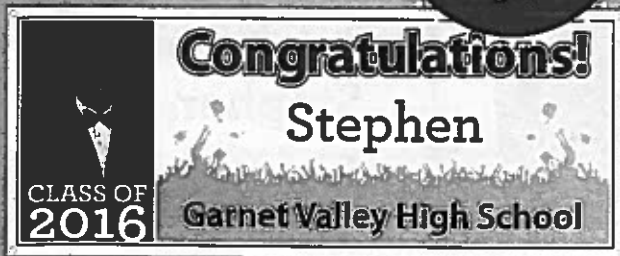
**SAPPHIRE PACKAGE**

**\$197**

**Includes: (3 poses)**

- 3 - 8x10
- 6 - 5x7
- 4 - 4x5
- 24 - Wallets\*

**ADD  
a Graduation  
Banner for  
only \$32**



**PLATINUM PACKAGE**

**\$140**

**Includes: (2 poses)**

- 2 - 8x10
- 2 - 5x7
- 24 - Wallets\*

**ADD  
a Graduation  
Photo Mug for  
only \$14**



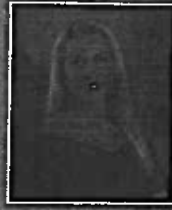


# A LA CARTE MENU



Graduation year appears on all prints

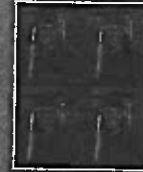
- 1 - 16x20 = \$75
- 1 - 11x14 = \$60
- 1 - 10x18 = \$50



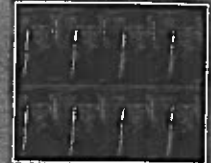
- 8x10s**
- 1 = \$36
  - 2 = \$46
  - 3 = \$55
  - 4 = \$63



- 5x7s**  
(sets of 2)
- 2 = \$35
  - 4 = \$45
  - 8 = \$59



- 4x5s**  
(sets of 4)
- 4 = \$35
  - 8 = \$45
  - 12 = \$55



- Wallets\***  
(sets of 8)
- 8 = \$35
  - 16 = \$46
  - 24 = \$56
  - 32 = \$63
  - 40 = \$69

*Prices are quoted on using one pose. If you wish to use more than one pose, please add \$10.00 for each additional pose.*

## GOLD PACKAGE

**\$133**

Includes: (1 pose)

- 1 - 8x10
- 4 - 5x7
- 24 - Wallets\*

## SILVER PACKAGE

**\$112**

Includes: (1 pose)

- 2 - 5x7
- 4 - 4x5
- 24 - Wallets\*

## BRONZE PACKAGE

**\$80**

Includes: (1 pose)

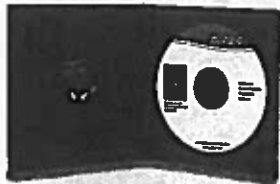
- 4 - 4x5
- 16 - Wallets\*

\* Wallets are 2 1/2 x 3 1/2

# SPECIALTY PRODUCTS

Order online at [www.barksdalephoto.com](http://www.barksdalephoto.com)

## Senior Portrait CD with Photo Release



### SENIOR PORTRAIT CD AND PORTFOLIO CASE

High-res CD of 10 poses retouched, along with a photo release and packaged in black leatherette portfolio case with presentation box.

**\$184 10 POSES**

**MOST POPULAR!**

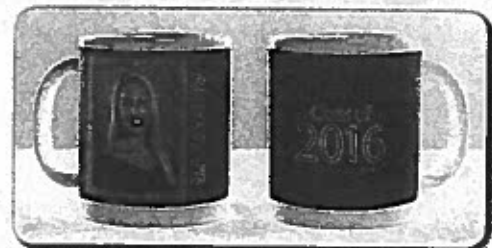


### CANVAS WRAP

(Mounted Canvas Print, 1 1/4" thick)

16X20 - \$90

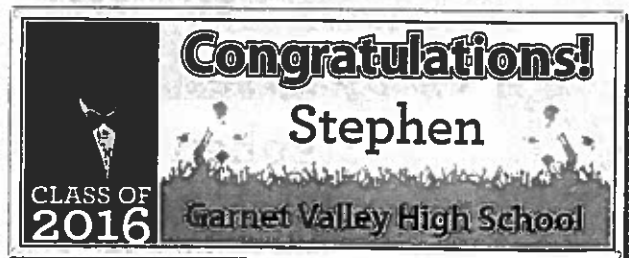
11X14 - \$70



### GRADUATION PHOTO MUG

This 11 oz. wrap-around photo ceramic mug is sure to be your favorite!

(available in 4 color choices) **\$14**



### 60" X 24" GRADUATION BANNERS

with easy-hanging grommets **\$32**

Attachment B

Department of Materials Management  
MONTGOMERY COUNTY PUBLIC SCHOOLS  
Procurement Unit, Suite 3100  
45 West Gude Drive  
Rockville, Maryland 20850

Request for Proposal # 4347.2, Student Photography Services for  
Montgomery County Public Schools

PRICE SHEET

Company Name:

Classic Photography

The undersigned hereby submits a RFP response price list to provide all labor, material, equipment, and supervision to complete the services as set forth in RFP 4347.2, Student Photography Services for Montgomery County Public Schools.

Cost of various packages to students/parents  
(attach additional sheets as necessary)

\$ 13.50

Commission structure (attach additional  
sheets as necessary)

\$ 40% of Sales

Cost for individual prints

\$

Wallet

\$

5 x 7

\$

8 x 10, etc.

\$

Special features such as panoramic, 3D, etc.

\$

Other (attach additional sheets as necessary)

\$

Range of complimentary school offered  
packages and sitting options  
(attach additional sheets as necessary)

\$

Pricing structure for special projects  
(attach additional sheets as necessary)

\$

Free staff

Free panoramic

13.50

6.75

13.50



## PACKAGE OPTIONS

PACKAGE	PRICE	QUANTITY	AMOUNT DUE
<b>BEST BUY</b> <i>¡No olvide comprar!</i>	\$58		
<b>DOWNLOAD</b> <i>Don't forget to give us your email!</i> <i>Descarga, no se olvide de darnos su correo electrónico.</i>	\$50		
<b>HONOR ROLL</b> <i>Lista de Honor</i>	\$41		
<b>KEEPSAKE</b> <i>Remembranza</i>	\$37		
<b>IVY LEAGUE</b> <i>Liga Colegial</i>	\$31		

## PACKAGE ADD-ONS

ONLY AVAILABLE WITH PURCHASE OF ANY PACKAGE ABOVE  
*Solo disponible con la compra de cualquier paquete sobre*

1-8x10	\$8		
2-5x7s	\$8		
4-3½x5s	\$8		
12 WALLETS	\$8		

## INDIVIDUAL & SPECIALTY PRODUCTS

<b>DIGITAL DOWNLOAD</b> <i>Don't forget to give us your email!</i> <i>Descarga Digital, no se olvide de darnos su correo electrónico.</i>	\$35		
1-8x10 & 2-5x7s	\$27		
2-5x7s & 12 WALLETS	\$27		
2-5x7s & 4-3½x5s	\$27		
12 WALLETS <i>12 Tamaño de Cartera</i>	\$17		
<b>PORTRAIT PLAQUE</b> <i>Placa con Retrato</i>	\$32		
<b>10x13 SUPER PRINT</b> <i>Retrato 10x13</i>	\$25		
<b>NEW! PHOTO PENDANT</b> <input type="checkbox"/> RECTANGULAR <i>Collar de la foto</i> PLEASE SELECT STYLE: <input type="checkbox"/> OVAL	\$20		
<b>CERAMIC MUG (15OZ.)</b> <i>Taza de cerámica</i>	\$26		
<b>2-PHOTO MAGNETS</b> <i>Magnetos</i>	\$17		
<b>2-KEY CHAINS</b> <i>2-Llaveros</i>	\$16		
<b>TRAVEL MUG (16OZ.)</b> <i>Taza Alta de Viaje</i>	\$26		
<b>11x14 GALLERY WRAP</b> <i>11x14 Impresiones en Lona</i>	\$55		
<b>PHOTO NOTEBOOK (6"x8")</b> <i>Foto Cuaderno</i>	\$18		
<b>WATER BOTTLE (15OZ.)</b> <input type="checkbox"/> ROYAL BLUE <input type="checkbox"/> HOT PINK <i>Cantimplora</i> PLEASE SELECT ONE	\$28		
<b>FLEECE BLANKET (50"x60")</b> <i>Frazada de Lana</i>	\$70		
<b>PILLOW CASE (20"x30" PILLOW NOT INCLUDED)</b> <i>Funda de Almohada (no incluye la almohada)</i>	\$28		
<b>COUCH PILLOW (14"x14")</b> <i>Almohada de Sofa</i>	\$28		

**THANK YOU FOR YOUR ORDER!**  
*(CALL PRICES INCLUDE SALES TAX & SHIPPING)*

**TOTAL DUE**



# Classic

PHOTOGRAPHY & IMAGING

[WWW.CLASSIC-PHOTO.COM](http://WWW.CLASSIC-PHOTO.COM)

800.869.9515

## STUDENT INFORMATION

PLEASE PRINT CLEARLY

<b>FIRST NAME</b> <i>Primer Nombre</i>																						
<b>LAST NAME</b> <i>Apellido</i>																						
<b>SCHOOL</b>																						
<b>TEACHER</b>														<b>GRADE</b>								

## MAILING INFORMATION

<b>PARENT'S NAME</b>																				
<b>ADDRESS</b>															<b>APT#</b>					
<b>CITY</b>							<b>STATE</b>		<b>ZIP</b>											
<b>PHONE #</b>																				
<b>EMAIL</b>																				

## PAYMENT INFORMATION

<input type="checkbox"/>	<b>CASH</b> \$ _____ (EXACT CHANGE ONLY PLEASE)
<input type="checkbox"/>	<b>CHECK / MONEY ORDER #</b> _____ \$ _____ PLEASE MAKE PAYABLE TO CLASSIC PHOTOGRAPHY
* Payment by check is your express authorization that it may be converted into a one-time Electronic Fund Transfer (EFT) from your account and all returned checks or EFTs may be re-presented electronically along with a separate EFT or demand draft for the maximum returned check fee allowed by state law.	
<input type="checkbox"/>	<b>CREDIT CARD</b>
TO PAY WITH A CREDIT CARD PLEASE FOLLOW THE ONLINE INSTRUCTIONS ON OPPOSITE SIDE OF THIS FORM.	

QUESTIONS? [WWW.CLASSIC-PHOTO.COM](http://WWW.CLASSIC-PHOTO.COM)

PLEASE DO NOT CALL THE SCHOOL

## Attachment B

Department of Materials Management  
**MONTGOMERY COUNTY PUBLIC SCHOOLS**  
 Procurement Unit, Suite 3100  
 45 West Gude Drive  
 Rockville, Maryland 20850

Request for Proposal # 4347.2, Student Photography Services for  
 Montgomery County Public Schools

## PRICE SHEET

Company Name: Freed Photography, Inc.

The undersigned hereby submits a RFP response price list to provide all labor, material, equipment, and supervision to complete the services as set forth in RFP 4347.2, Student Photography Services for Montgomery County Public Schools.

Cost of various packages to students/parents \$ Starting at \$16.00 – see attached sheet A  
 (attach additional sheets as necessary)

Commission structure (attach additional sheets as necessary) \$ See attached sheet B

## Cost for individual prints

Wallet	<u>\$16.00</u>
5 x 7	<u>\$16.00</u>
8 x 10, etc.	<u>\$16.00</u>
Special features such as panoramic, 3D, etc.	<u>\$16.00</u>
Other (attach additional sheets as necessary)	* Note – these can be purchased individually without having to purchase a larger package, first.

Range of complimentary school offered packages and sitting options  
 (attach additional sheets as necessary) See attached sheet B

Pricing structure for special projects  
 (attach additional sheets as necessary) See attached sheet B

*Freed*  
**SPiRiT**  
THE NEW FACE OF STUDENT PORTRAITURE

Freed Photography, Inc.



**Individual Prints**

- (1) 8x10 Photo - \$16.00
- (2) 5x7 Photos - \$16.00
- (4) 3.5x5 Photos - \$16.00
- (8) Wallets - \$16.00

**Digital Downloads**

- Single Image - \$39.00
- All Images in Gallery - \$79.00

**Retouching**

- Basic Retouching - \$10.00
- Premium Retouching - \$20.00

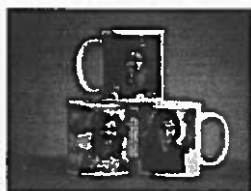


**Class Photo**  
~\$10.00 - \$18.00



**Panoramic Photo**  
~\$18.00 - \$25.00

**Gift Items**



**Mug**  
\$18.00



**Classic Black Framed Print**  
5x7 - \$35.00  
8x10 - \$45.00



**iPhone Case**  
\$30.00



**Keychain**  
\$16.00

Many more gift items can be found online at [www.freedSPiRiT.com](http://www.freedSPiRiT.com)

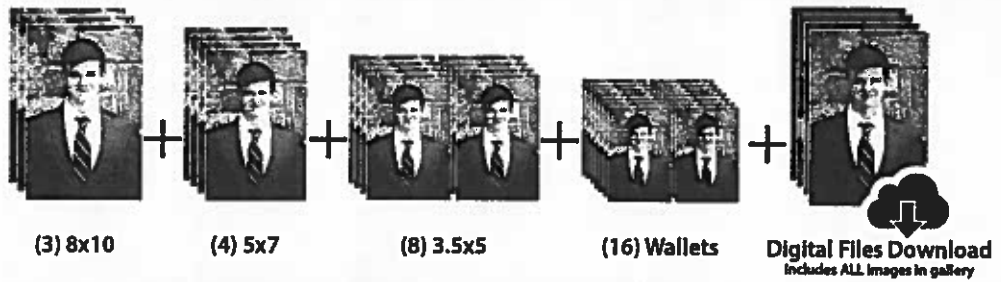
\*Prices are subject to change

# Freed SPIRIT

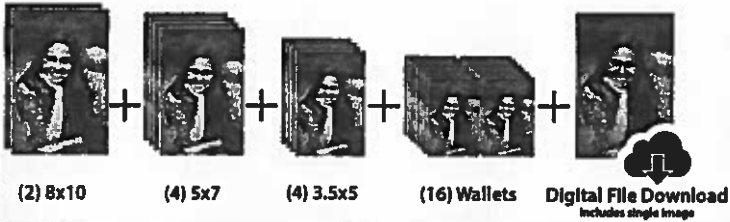
THE NEW FACE OF STUDENT PORTRAITURE



## Package A \$95.00



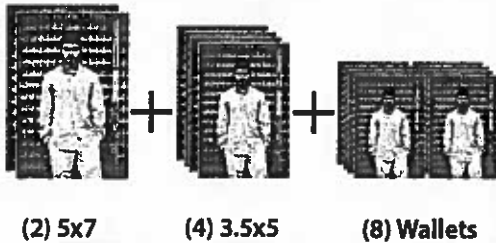
## Package B \$75.00



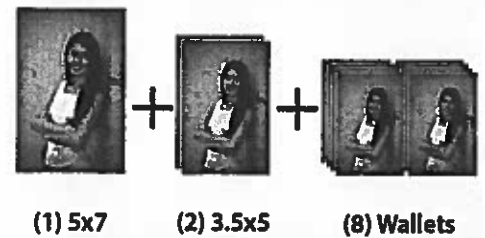
## Package C \$55.00



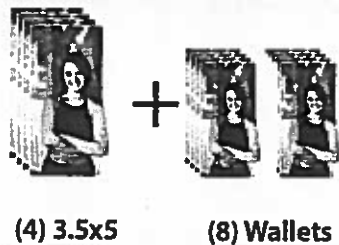
## Package D \$40.00



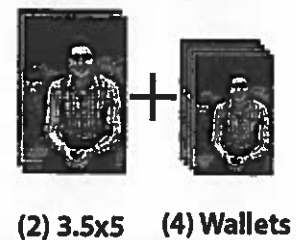
## Package E \$30.00



## Package F \$25.00



## Package G \$20.00



## Sheet B

**Commission Structure:**

We work with every school to establish the commission program that best suits their needs.

We discuss with our principals how to find the sweet spot, where we can maximize both sales and commissions. This can be anywhere from 0 - 30% of sales. The specifics of the program are different for every school based on among other considerations; number of students, participation rate, average sale, and other ancillary products. In addition, to maximize dollars to the school, we offer our schools a family portrait night fundraiser and we also support the school through a yearbook fundraiser.

**Range of complimentary school offered packages and sitting options:**

No charge for the following sessions;

Faculty and Staff group and individual photos taken during service week

Fall individual portrait day: all students are photographed

Makeup portrait days scheduled as needed

Additional makeup sessions available at n/c at our Bethesda studio

Groups and clubs all photographed

Class photos

Spring Individual student portraits (Optional, available if the school chooses)

5th/6th grade panorama

Athletic individual and team

Candid photographs of students

Special events

**Additional complimentary items available:**

Digital files MCPS format provided to school on a cd

Staff Group photo 2 copies 8 X 10

Staff ID's

Complimentary staff photo package, each staff member can choose image

Portrait day reminder flyers, bilingual flyers upon request \*

Portrait day Posters

Pre-order forms, bilingual flyers upon request(optional) \*

Portraits are online flyer, bilingual flyers upon request

Class photo book: (binder with a copy of each class)

Class photos provided to each teacher \*

Panorama photo framed, custom sizes available to fit existing wall mounts

Desk calendars for administrative use

Birthday pencils, one per student

Facebook" (thumbnail photos with each student's image and name, printed and spiral bound sorted by grade)

Read Posters

Student ID's \*

Free photos for students in need, at Principal's discretion

**Pricing structure for special projects:**

*School Fundraisers*

*Family and Sibling Portrait Day:(see flyer for details) \**

Families are charged a session fee (school to determine amount, typically \$ 20.00 - \$25.00)

100% of the session fee paid to the school

Family portraits available online for parents to order

*Yearbooks \**

FreedSPIRIT can provide hard or soft cover yearbooks.

Wholesale price based on page count and quantity ordered.

School sets price as a fundraiser.

Online ordering, at no additional cost to school or parent

Order Forms, flyers and posters free of charge

**\*Sample included in packet**

## Attachment B

Department of Materials Management  
**MONTGOMERY COUNTY PUBLIC SCHOOLS**  
Procurement Unit, Suite 3100  
45 West Gude Drive  
Rockville, Maryland 20850

Request for Proposal # 4347.2, Student Photography Services for  
Montgomery County Public Schools

### PRICE SHEET

Company Name: Great American Photo LLC

The undersigned hereby submits a RFP response price list to provide all labor, material, equipment, and supervision to complete the services as set forth in RFP 4347.2, Student Photography Services for Montgomery County Public Schools.

**Cost of various packages to students/parents** \$12.00-\$50.00, see attached  
(see attached)

**Commission structure** (see attached) See attached

**Cost for individual prints**  
Wallet 8-wallets- \$15.00  
5 x 7 2-5x7-\$15.00  
8 x 10, etc. 8x10- \$12.00  
Special features such as panoramic, 3D, etc. See attached  
Other (attach additional sheets as necessary) See attached

**Range of complimentary school offered packages and sitting options** See attached  
(attach additional sheets as necessary)

**Pricing structure for special projects** See attached  
(attach additional sheets as necessary)



**Classroom and group sales pricing, School commission \$1.50 per group sold**  
 8 x 10 Groups w / titling \$13

**Spring Portraits – Typical school commission is 40% of primary package sales. Additionally, principals may choose a sliding scale commission structure to lower the cost of packages to suit their school's population needs.**

**Package A \$50**  
 2 – 8 x10's  
 4 – 5 x 7's  
 4 – 3 x 5's  
 8 – Wallets  
 1- 8 x 10 Keepsake photo  
 2- magnets

**Package B \$40**  
 1 – 8 x10  
 2 – 5 x 7's  
 4 – 3 x 5's  
 8 – Wallets  
 1- 8 x 10 Keepsake photo

**Package C \$36**  
 4 – 5 x 7's  
 4 – 3 x 5's  
 8 – Wallets

**Package D \$20**  
 1 – 5 x 7  
 2 – 3 x 5's  
 8 – Wallets

#### **Individual Prints**

8 x 10 Portrait	\$12
8 x 10 Keepsake photo	\$15
2- 5 x 7's	\$15
4- 3 x 5's	\$15
8 Wallets	\$15
Key Chain	\$14
2-4 x 5 magnets	\$14
8 x10 Photo reflect photo	\$25
Water bottle	\$25
Ceramic Mug	\$18
Travel Mug	\$20
Copyright released CD of all images + 1 print of all image	\$45

**Pricing Schedule  
Attachment B**

RFP# 4347.2

**Elementary Schools**

**Individual Portrait Packages**

**Fall Portraits – Typical school commission is 40% of primary package sales. Additionally, principals may choose a sliding scale commission structure to lower the cost of packages to suit their school's population needs.**

<b>Package A</b>	<b>\$50</b>
2 – 8 x10's	
4 – 5 x 7's	
4 – 3 x 5's	
8 – Wallets	
1- 8 x 10 Keepsake photo	
2- Magnets	

<b>Package B</b>	<b>\$40</b>
1 – 8 x10	
2 – 5x7's	
4 – 3 x 5's	
8 – Wallets	
1- 8 x 10 Keepsake photo	

<b>Package C</b>	<b>\$36</b>
4 – 5 x 7's	
4 – 3 x 5's	
8 – Wallets	

<b>Package D</b>	<b>\$20</b>
1 – 5 x 7	
2 – 3 x 5's	
8 – Wallets	

**Individual Prints**

8 x 10 Portrait	\$12
8 x 10 Keepsake photo	\$15
2- 5 x 7's	\$15
4- 3 x 5's	\$15
8 Wallets	\$15
Key Chain	\$14
2-4 x 5 magnets	\$14
8 x10 Photo reflect photo	\$25
Water bottle	\$25
Ceramic Mug	\$18
Travel Mug	\$20
Copyright released CD of all images + 1 print of all image	\$45

<b>Service Options</b>	
Retouching	\$8
Change of background	\$5

Service Options	
Retouching	\$8
Change of background	\$5

**Middle School Portraits**

**Individual Portrait Packages**

Fall Portraits – Typical school commission is 40% of primary package sales. Additionally, principals may choose a sliding scale commission structure to lower the cost of packages to suit their school's population needs.

Package A	\$50
2 – 8 x 10's	
4 – 5 x 7's	
4 – 3 x 5's	
8 – Wallets	
1- 8 x 10 Keepsake photo	
2- magnets	

Package B	\$40
1 – 8 x 10	
2 – 5 x 7's	
4 – 3 x 5's	
8 – Wallets	
1- 8 x 10 Keepsake photo	

Package C	\$36
4 – 5 x 7's	
4 – 3 x 5's	
8 – Wallets	

Package D	\$20
1 – 5 x 7's	
2 – 3 x 5's	
8 – Wallets	

**Individual Prints**

8 x 10 Portrait	\$12
8 x 10 Keepsake photo	\$15
2- 5 x 7's	\$15
4- 3 x 5's	\$15
8 Wallets	\$15
Key Chain	\$14
2-4 x 5 magnets	\$14

8 x10 Photo reflect photo	\$25
Water bottle	\$25
Ceramic Mug	\$18
Travel Mug	\$20
Copyright released CD of all images + 1 print of all image	\$45

Service Options	
Retouching	\$8
Change of background	\$5

**Spring Portraits – Typical school commission is 40% of primary package sales. Additionally, principals may choose a sliding scale commission structure to lower the cost of packages to suit their school's population needs.**

Package A	\$50
2 – 8 x10's	
4 – 5 x 7's	
4 – 3 x 5's	
8 – Wallets	
1- 8 x 10 Keepsake photo	
2- magnets	

Package B	\$40
1 – 8 x10's	
2 – 5 x 7's	
4 – 3 x 5's	
8 – Wallets	
1- 8 x 10 Keepsake photo	

Package C	\$36
4 – 5 x 7's	
4 – 3 x 5's	
8 – Wallets	

Package D	\$20
1 – 5 x 7's	
2 – 3 x 5's	
8 – Wallets	

**Individual Prints**

8 x 10 Portrait	\$12
8 x 10 Keepsake photo	\$15
2- 5 x 7's	\$15
4- 3 x 5's	\$15
8 Wallets	\$15
Key Chain	\$14

2-4 x 5 magnets	\$14
8 x10 Photo reflect photo	\$25
Water bottle	\$25
Ceramic Mug	\$18
Travel Mug	\$20
Copyright released CD of all images + 1 print of all image	\$45

Service Options	
Retouching	\$8
Change of background	\$5

**Group photo sales, School commission \$1.50 per group sold**

8 x 10 Groups w / titling	\$13
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**Panoramic photo sales, School commission \$1.50 per group sold**

8 x 20 Photo w / titling	\$13
8 x 20 Photo w / titling	\$15 with Lamination

**Sports team and Individual Sport portraits - School Commission 25%**

Package A	\$38
1 - 8 x 10 team	
2 - 5 x 7 Individuals	
4 - Wallets	
8 - Trading cards	
2 - Magnets	

Package B	\$24
1 - 5 x 7 team	
2 - 5 x 7 Individuals	
4 - wallets	

Package C	\$17
1 - 5 x 7 team	
2 - 3 x 5 Individuals	

Package D	\$18
1 - 8 x 10 memory mate	

Package E	
1 - 8 x10 team photo	\$12

Package F	
1 - 24 x 36 wall decal photo	\$55

Ala carte items

8 x 10 Keepsake photo	\$15
Key Chain	\$14
8 x10 Photo reflect photo	\$25
Water bottle	\$18
Ceramic Mug	\$18
Travel Mug	\$20

**Elementary and Middle School Yearbook Programs:**

Pictavo – Online web based program – No charge for program or support

PDF Submission - Templates and pdf export supplied for those using InDesign. 1,000 of backgrounds and clipart also provided for pdf books.

Sizes available if using Pictavo online program: 8.5x11 or 9x12

Board weight for hard covers: 90 pt., 120 pt, 160 pt. (120 pt adds 1.50, 160 pt adds 3.00)

Lamination on hard cover books: gloss smooth, matte smooth or matte linen. Matte smooth and matte linen adds .40 per book. Gloss is standard, no charge.

UV coating is used on Soft Saddle and Soft Perfect. Lamination available for additional cost, time could be added.

Paper weight: 80#, 100# (100# adds 5% to base price)

Spot Gloss UV is available on covers if using matte laminate.

Spot Gloss UV on pages is available, if using 100# paper. Pages must be grouped within signatures.

**Pricing**

Books	25-49	50-99	100-149	150-199	200-249	250-299	300-349	350-399	400-499	500-599	600-699
Pages											
16	\$11.40	\$10.21	\$9.85	\$9.67	\$9.52	\$9.38	\$9.29	\$9.24	\$9.20	\$9.11	\$9.01
20	\$12.13	\$10.97	\$10.36	\$10.17	\$9.98	\$9.83	\$9.73	\$9.68	\$9.62	\$9.53	\$9.43
24	\$12.91	\$11.72	\$10.93	\$10.71	\$10.51	\$10.31	\$10.19	\$10.08	\$10.02	\$9.91	\$9.81
28	\$13.59	\$12.48	\$11.62	\$11.35	\$11.09	\$10.86	\$10.70	\$10.57	\$10.45	\$10.28	\$10.15
32	\$14.43	\$13.23	\$12.49	\$12.10	\$11.65	\$11.26	\$11.03	\$10.82	\$10.47	\$10.39	\$10.27
36	\$15.14	\$13.96	\$13.03	\$12.78	\$12.45	\$12.04	\$11.78	\$11.49	\$11.09	\$11.07	\$10.97
40	\$16.03	\$14.87	\$13.59	\$13.29	\$13.00	\$12.70	\$12.42	\$12.07	\$11.60	\$11.52	\$11.44
44	\$16.93	\$15.80	\$14.17	\$13.85	\$13.50	\$13.15	\$12.83	\$12.53	\$12.06	\$11.99	\$11.71
48	\$17.94	\$16.72	\$14.75	\$14.37	\$13.96	\$13.54	\$13.15	\$12.98	\$12.78	\$12.53	\$12.16
52	\$18.78	\$17.62	\$15.34	\$14.96	\$14.57	\$14.19	\$13.82	\$13.42	\$13.22	\$13.01	\$12.57
56	\$19.77	\$18.55	\$15.99	\$15.59	\$15.17	\$14.76	\$14.32	\$14.12	\$13.89	\$13.56	\$13.10
60	\$20.61	\$19.47	\$16.60	\$16.13	\$15.66	\$15.19	\$14.71	\$14.46	\$14.22	\$13.98	\$13.50
64	\$21.59	\$20.39	\$17.23	\$16.73	\$16.11	\$15.73	\$15.21	\$14.94	\$14.69	\$14.46	\$14.00
68	\$22.56	\$21.31	\$17.87	\$17.33	\$16.21	\$16.09	\$15.72	\$15.56	\$15.30	\$14.97	\$14.54
72	\$23.55	\$22.23	\$18.50	\$18.02	\$16.41	\$16.23	\$16.06	\$15.99	\$15.85	\$15.42	\$15.00
76	\$24.53	\$23.16	\$19.14	\$18.62	\$18.11	\$17.39	\$16.61	\$16.38	\$16.08	\$15.84	\$15.55
80	\$25.52	\$24.08	\$19.80	\$19.22	\$18.55	\$17.66	\$16.85	\$16.62	\$16.31	\$16.05	\$15.80

**Binding:**

Soft Saddle – up to 96 pages	Included
Soft Perfect - available at 32 pages	\$1.25 per copy
Standard Hard – available at 24 pages up to 208 pages	\$5.00 per copy
Smyth Sewn Hard – available at 64 pages and up	(<149) \$7.00 (150- 399) \$6.00

**End sheets – Hard Cover Books:**

White end sheets – standard, no charge

Stock colored end sheets are available, Colors in stock include: Black, Felt Gray, Forest Green, Goldenrod, Navy Blue, Red or Royal Blue. Other colors available, additional cost could be incurred.

Custom End sheets are available as 1 color, 2 color or 4 color .50 per copy

Printing on inside covers for soft cover books - black/white or full-color .45 per copy

**Personalized Covers:**

Option 1 – Student name printed on the cover in Black, Blue, Green, Red, White or Yellow.

\$3.00 per book with name

Option 2 – Student name and picture printed on the cover. Names can be in Black, Blue, Green, Red, White or Yellow.

\$4.25 per book with name

**Autograph pages:**

4-page stock insert \$ .25 per copy                      8-page stock insert \$ .50 per copy

Current Event pages are available in Pictavo beginning mid-Feb to be added to pages as customer desires. These pages are considered part of the page count. Sixteen pages are available, as well as all stories so custom current events can be created if desired.

**eYEARBOOKS:**

Available in the two most popular formats: ePUB3 and MOBI. These are downloadable at the time of printed yearbook delivery.



**High School****Senior Individual Portrait Packages - School Commission 20%****Sitting Fees**

Yearbook Pose only N/C  
 3 pose – yearbook, cap and gown, casual \$25

Package A \$180  
 1 – 8 x 10's  
 4 – 5 x 7's  
 4 – 3 x 5's  
 8 – Billfold Wallets

Package B \$220  
 3 – 8 x 10's  
 4 – 5 x 7's  
 8 – Billfold Wallets

Package C \$295  
 2 – 8 x 10's  
 4 – 5 x 7's  
 8 – Wallets  
 32 – Billfold wallets

Package D \$355  
 1 – 11 x 14  
 3 – 8 x 10  
 6 – 5 x 7's  
 12 – 3 x 5's

8 – Billfold Wallets

Additional Options and combinations available

**Senior Graduation Pictures – School Commission 25%**

Package A \$30  
 1 - 8 x 10 team  
 2 - 5 x 7 Individuals  
 4 - Wallets

Package B \$54  
 2 – 8 x 10  
 4 - 5 x 7's  
 8 - wallets

Package C \$21  
 2 – 5 x 7  
 4 – 3 x 5

Package D \$21  
4 - 5 x 7

Additional Options and combinations available

**Individual Portrait Packages**

**Fall Portraits - Typical school commission is 40% of primary package sales. Additionally, Principals may choose a sliding scale commission structure to lower the cost of packages to suit their school's population needs.**

Package A \$50  
2 - 8 x 10's  
4 - 5 x 7's  
4 - 3 x 5's  
8 - Wallets  
1- 8 x 10 Keepsake photo  
2- magnets

Package B \$40  
1 - 8 x 10's  
2 - 5 x 7's  
4 - 3 x 5's  
8 - Wallets  
1- 8 x 10 Keepsake photo

Package C \$36  
4 - 5 x 7's  
4 - 3 x 5's  
8 - Wallets

Package D \$20  
1 - 5 x 7's  
2 - 3 x 5's  
8 - Wallets

**Individual Prints**

8 x 10 Portrait \$12  
8 x 10 Keepsake photo \$15  
2- 5 x 7's \$15  
4- 3 x 5's \$15  
8 Wallets \$15  
Key Chain \$14  
2-4 x 5 magnets \$14  
8 x 10 Photo reflect photo \$25  
Water bottle \$25  
Ceramic Mug \$18  
Travel Mug \$20  
Copyright released CD of all images + 1 print of all image \$45

Service Options  
Retouching \$8  
Change of background \$5

**Group photo sales, School commission \$1.50 per group sold**

8 x 10 Groups w / titling \$13

**Panoramic photo sales, School commission \$1.50 per group sold**8 x 20 Photo w / titling \$13  
8 x 20 Photo w / titling \$15 with Lamination**Complimentary School Offered Packages and Sitting Options**

- Principal Albums
- READ Posters (5)
- Complimentary Teacher Packages
- Candid Event Coverage
- Framed copy of departing class Panoramic Picture (Grade 5)
- Camera for Yearbook Use
- Complimentary Teacher Class Groups
- Outdoor Portraits when requested
- Sibling Pictures
- Spring Sessions
- Multi Image Proofs for Parent Selections
- No retake charge
- Color file sticker print

**Special Project Pricing****Sports team and Individual Sport portraits - School Commission 25%**

16 x 20 Photo collage poster \$16

Package A \$38

- 1 - 8 x 10 team
- 2 - 5 x 7 Individuals
- 4 - Wallets
- 8 - Trading cards
- 2 - Magnets

Package B \$24

- 1 - 5 x 7 team
- 2 - 5 x 7 Individuals
- 4 - wallets

Package C \$17

1 - 5 x 7 team  
2 - 3 x 5 Individuals

Package D \$18  
1 - 8 x 10 memory mate

Package E \$12  
1 - 8 x 10 team photo

Package F \$55  
1 - 24 x 36 wall decal photo

### Individual Prints

8 x 10 Portrait \$12  
8 x 10 Keepsake photo \$15  
2- 5 x 7's \$15  
4- 3 x 5's \$15  
8 Wallets \$15  
Key Chain \$14  
2-4 x 5 magnets \$14  
8 x 10 Photo reflect photo \$25  
Water bottle \$25  
Ceramic Mug \$18  
Travel Mug \$20  
Copyright released CD of all images + 1 print of all image \$45

### Dance Portraits - Homecoming and Prom Commission - 25%

Package A \$40  
2 - 8 x 10  
16 - Wallets

Package B \$26  
4 - 5 x 7  
16 - Wallets

Package C \$20  
2 - 5 x 7  
8 - Wallets

Package D \$18  
1 - 5 x 7  
4 - Wallets

- Photo Booth Rental, 3 hours \$499
- Banners \$100
- Animated GIF Selfie Station rental \$499
- Aerial Photography \$300

JOSTENS  
(YEARBOOK  
ONLY)

Attachment B

Department of Materials Management  
**MONTGOMERY COUNTY PUBLIC SCHOOLS**  
Procurement Unit, Suite 3100  
45 West Gude Drive  
Rockville, Maryland 20850

Request for Proposal # 4347.2, Student Photography Services for  
Montgomery County Public Schools

**PRICE SHEET**

Company Name: Jostens, Jennifer Massey, Representative

The undersigned hereby submits a RFP response price list to provide all labor, material, equipment, and supervision to complete the services as set forth in RFP 4347.2, Student Photography Services for Montgomery County Public Schools.

**Cost of various packages to students/parents** \$ N/A  
(attach additional sheets as necessary)

**Commission structure** (attach additional sheets as necessary) \$ N/A

**Cost for individual prints** \$ N/A  
Wallet \$ N/A  
5 x 7 \$ N/A  
8 x 10, etc. \$ N/A  
Special features such as panoramic, 3D, etc. \$ N/A  
Other (attach additional sheets as necessary)

**Range of complimentary school offered packages and sitting options** \$ N/A  
(attach additional sheets as necessary)

**Pricing structure for special projects** \$ N/A  
(attach additional sheets as necessary)

## RESPONSE TO THE RFP

## Attachment B

Department of Materials Management  
**MONTGOMERY COUNTY PUBLIC SCHOOLS**  
 Procurement Unit, Suite 3100  
 45 West Gude Drive  
 Rockville, Maryland 20850

Request for Proposal # 4347.2, Student Photography Services for  
 Montgomery County Public Schools

## PRICE SHEET

Company Name:

Lifetouch National School Studios Inc.

The undersigned hereby submits a RFP response price list to provide all labor, material, equipment, and supervision to complete the services as set forth in RFP 4347.2, Student Photography Services for Montgomery County Public Schools.

Cost of various packages to students/parents (attach additional sheets as necessary) \$ See following pages

Commission structure (attach additional sheets as necessary) \$ See following pages

Cost for individual prints \$ See following pages  
 Wallet \$ See following pages  
 5 x 7 \$ See following pages  
 8 x 10, etc. \$ See following pages  
 Special features such as panoramic, 3D, etc. \$ See following pages  
 Other (attach additional sheets as necessary)

Range of complimentary school offered packages and sitting options (attach additional sheets as necessary) \$ See following pages

Pricing structure for special projects (attach additional sheets as necessary) \$ See following pages

# RESPONSE TO THE RFP

## UNDERCLASS PORTRAIT PRICING

All package pricing includes a choice of more than 100 premium backgrounds at no charge \*Retail Value of \$3-\$5

1	3 x 5	\$14.00
2	2 x 3	
<b>Entry</b>		
2	3 x 5	\$18.00
4	2 x 3	
<b>Basic</b>		
4	3 x 5	\$27.00
8	2 x 3	
<b>Value</b>		
2	5 x 7	\$34.00
4	3 x 5	
8	2 x 3 (wallets)	
<b>Deluxe</b>		
1	8 x 10	\$42.00
2	5 x 7	
4	3 x 5	
8	2 x 3 (wallets)	

<b>Family</b>		
1	8 x 10	\$48.00
3	5 x 7	
4	3 x 5	
12	2 x 3 (wallets)	
<b>Premium</b>		
2	8 x 10	\$56.00
4	5 x 7	
4	3 x 5	
12	2 x 3 (wallets)	
1	Portrait CD	
1	8x10 Calendar	
<b>Ultimate</b>		
3	8 x 10	\$74.00
6	5 x 7	
4	3 x 5	
16	2 x 3 (wallets)	
1	Portrait CD	
1	8x10 Calendar	

### ALA CARTE

8	2 x 3 (wallets)	\$15.00
2	5 x 7 (portraits)	\$15.00
1	8 x 10	\$15.00
1	Portrait CD	\$15.00
8	Variety 2x3	\$15.00
4	Variety 3x5	\$15.00
1	8 x 10 Collage	\$15.00
1	8 x 10 Calendar	\$15.00
Name on wallets		\$6.00
Name on all Portraits		\$8.00
Basic Retouching		\$8.00
<b>Package Add-Ons</b>		
8	Variety 2x3	\$7.00
4	Variety 3x5	\$7.00
8	2 x 3 (wallets)	\$9.00
2	5 x 7 (portraits)	\$9.00



ATTACHMENT

B

RESPONSE TO THE RFP  
SPORTS PORTRAIT PRICING

1 - 8 x 10 Bordered Team Photo	<b>\$16.00</b>
<b>SportsMate</b>	<b>\$20.00</b>
1 - 8 x 10 SportsMate <i>Team &amp; Individual portraits in one personalized 8 x 10 format</i>	
<b>Basic</b>	<b>\$30.00</b>
1 - 8 x 10 Bordered Team 2 - 3 x 5 Ind. Portraits 4 - Individual Wallets	
<b>Starter Individual</b>	<b>\$32.00</b>
1 - 8 x 10 SportsMate 4 - 3 x 5 individuals 4 - Individual Wallets	
<b>Deluxe</b>	<b>\$34.00</b>
1 - 8 x 10 SportsMate 4 - Event Tickets 8 - Individual Wallets	
<b>Most Popular</b>	<b>\$37.00</b>
1 - 8 x 10 SportsMate 1 - 8 x 10 Individual 2 - 3 x 5 Individuals 8 - Individual Wallets 2 - Photo Magnets	
<b>Best Value</b>	<b>\$40.00</b>
1 - 8 x 10 SportsMate 1 - Metallic Gift Pack 2 - 5 x 7 Ind. Photo 2 - 3 x 5 Ind. Portraits 4 - Individual Wallets 1 - Photo Magnet 1 - Photo Button	

ADD-ON OPTIONS	
2 Photo Magnets	\$10.00
8 Individual Wallets	\$10.00
2 5 x 7 Individual	\$10.00
1 8 x 10 Individual	\$10.00
Retouching	\$6.00
Name and year on Wallets	\$6.00

*SportsMate - includes:  
Team & Individual portraits in one personalized 8 x 10 format.*

*Metallic gift pack- includes:  
1 color 5 x 7 individual and  
4 color 2 x 3 photos on Metallic paper.*

PANORAMIC PORTRAIT PRICING

1 - 8 x 24 \$16.00 Wholesale

# RESPONSE TO THE RFP

## SENIOR PORTRAIT PRICING 2017

*Pricing includes a 10% discount. Additional discounts offered throughout the year of 15%-30%.*

<b>1 POSE PACKAGES</b>	
<u>INTRO</u>	\$107.00
4 4x5	
24 Wallets	
<u>VALUE</u>	\$152.00
2 5x7	
4 4x5	
32 Wallets	
Wallet Box	
<b>2 POSE PACKAGE</b>	
<u>GRADUATE</u>	\$206.00
1 8x10	
2 5x7	
4 4x5	
48 Wallets	
Wallet Box	
Wallet Album	
Wallet Personalization	
<b>3 POSE PACKAGE</b>	
<u>CLASSIC</u>	\$251.00
2 8x10	
4 5x7	
4 4x5	
64 Wallets	
Wallet Box	
Wallet Album	
Wallet Personalization	

<b>4 POSE PACKAGE</b>	
<u>KEEPSAKE PACKAGE</u>	\$305.00
3 8x10	
6 5x7	
4 4x5	
72 Wallets	
Wallet Box	
Wallet Album	
Wallet Personalization	
<b>6 POSE PACKAGE</b>	
<u>SENIOR SPECIAL</u>	\$341.00
1 11x14 or 16 x 20	
4 8x10	
8 5x7	
8 4x5	
88 Wallets	
Wallet Box	
Wallet Album	
Wallet Personalization	
Wallet Frame	
Proof Set & Folio	
Senior Pix CD	
<b>7 POSE PACKAGE</b>	
<u>FAMILY PACKAGE</u>	\$359.00
1 11 x 14 or 16 x 20	
5 8x10	
10 5x7	
8 4x5	
104 Wallets	
Wallet Box	
Wallet Album	
Wallet Personalization	
Wallet Frame	
Proof Set & Folio	
Senior Pix CD	
Senior Frame	

<b>INDIVIDUAL PORTRAIT PRICES</b>		
8	Wallets	\$17.00
24	Wallets	\$41.00
48	Wallets	\$59.00
1	8x10 Portrait	\$32.00
2	5x7 Portraits	\$32.00
4	4x5 Portraits	\$32.00
1	11x14 Portrait (Mounted)	\$53.00
1	16x20 Portrait (Mounted)	\$86.00
1	20x24 Portrait (Mounted)	\$131.00
1	24x30 Portrait (Mounted)	\$171.00
<u>Specialty Products</u>		
	Proof Set & Folio	\$71.00
	Proof Set ONLY	\$62.00
	Additional Folio	\$23.00

ATTACHMENT

B

RESPONSE TO THE RFP  
SPRING PRICING

1	3 x 5	\$14.00
2	2 x 3	
<b>Basic</b>		
4	3 x 5	\$20.00
8	2 x 3 (wallets)	
<b>Value</b>		
2	5 x 7	\$28.00
4	3 x 5	
8	2 x 3 (wallets)	
<b>Deluxe</b>		
1	8 x 10	\$35.00
2	5 x 7	
4	3 x 5	
8	2 x 3 (wallets)	

<b>Family</b>		
1	8 x 10	\$38.00
3	5 x 7	
4	3 x 5	
12	2 x 3 (wallets)	
<b>Premium</b>		
2	8 x 10	\$40.00
4	5 x 7	
4	3 x 5	
12	2 x 3 (wallets)	
1	Portrait CD	
<b>Ultimate</b>		
3	8 x 10	\$62.00
4	5 x 7	
4	3 x 5	
16	2 x 3 (wallets)	
1	Portrait CD	
Fun Pack & Magnets		

<b>PACKAGE ADD-ONS</b>		
1	8 x 10	\$15.00
2	5 x 7	\$15.00
4	3 x 5	\$15.00
8	2 x 3 wallets	\$15.00
	Fun Pack	\$15.00
	Magnet	\$15.00
	Portrait CD	\$15.00
	Basic Retouching	\$ 6.00
	Name & Grade on All	\$ 8.00

PHOTOGRAPHY COMMISSIONS

<b>COMMISSIONS</b>
Senior Portraits – 20% of net package sales
Fall Underclass Portraits – 40% of net package sales
Spring Underclass Portraits – 30% of net package sales
Sports Portraits – 20% of net package sales
Dance Portraits – 20% of net package sales
Panoramic Portraits – School to set and retain difference between retail and wholesale price.

Signing Bonuses Available!

# RESPONSE TO THE RFP

## YEARBOOK PRICING MATRIX

All installation, setup, and class training is included. Training hours are included, as needed throughout the year.

- Paper Stock 80 lb. Gloss
- Binding – Smyth sewn or Perfect Bound
- Cover – 100 Point Binder's board
- Submission Method-Web based application for page design and submission
- Proofs-Self proofs available for all pages
- Cover Proof – PDF view provided

Yearbooks are customized to the specific needs and requirements of each individual school. Pricing will vary based on the school's request for number of pages and copies. The graphs below are provided as general pricing guides and schools may order fewer or more copies and pages based on their specific needs.

### Elementary Pricing

		PAGES			
		48	56	64	80
COPIES	300	\$4,518	\$4,857	\$5,193	\$5,868
	500	\$6,350	\$6,770	\$7,195	\$8,035
	600	\$7,254	\$7,722	\$8,196	\$9,132

		PAGES			
		48	56	64	80
COPIES	300	\$15.06	\$16.19	\$17.31	\$19.56
	500	\$12.70	\$13.54	\$14.39	\$16.07
	600	\$12.09	\$12.87	\$13.66	\$15.22

Popular Extras (for cover applications - many more available.)

- Hard Cover-All Copies - \$4.50/book
- Inside Cover-Back & Front One Ink - \$.75/book
- MYPC (Image & Name) All Copies - \$2.00/book
- Foil Name Only – All Copies - \$2.00/book
- 2 line name stamping - \$6.00
- Icons - \$1.65 each max 4

## Attachment B

Department of Materials Management  
**MONTGOMERY COUNTY PUBLIC SCHOOLS**  
 Procurement Unit, Suite 3100  
 45 West Gude Drive  
 Rockville, Maryland 20850

Request for Proposal #4347.2, Student Photography Services for

Montgomery County Public Schools

## PRICE SHEET

Company Name: Masterpiece Studios, Inc.

The undersigned hereby submits a RFP response price list to provide all labor, material, equipment, and supervision to complete the services as set forth in RFP4347.2, Student Photography Services for Montgomery County Public Schools.

**Cost of various packages to students/parents** \$ see attached sheets  
 (attach additional sheets as necessary)

**Commission structure** (attach additional sheets as necessary) \$ see attached sheet

<b>Cost for individual prints</b>	\$ _____
Wallet (printed in sheets of 8)	\$ <u>12.00</u>
5x7 (printed in sheets of 2)	\$ <u>12.00</u>
8x10	\$ <u>12.00</u>
10x13	\$ <u>15.00</u>

## Special Features:

Talking Portraits (Live Portrait scanned video)	\$ <u>15.00</u>	or FREE with Package A or B
Pic Share (Image to cell phone via text)	\$ _____	FREE with Package A or B
Panoramic 10x20 Class Group Photo	\$ <u>16.00</u>	
add lamination	\$ <u>4.00</u>	
add Cherry Wood frame	\$ <u>15.00</u>	
4-3x5 Photo Magnets with Name	\$ <u>15.00</u>	
8x10 Photo Calendar with Name	\$ <u>15.00</u>	
2 Metal Photo Dog Tags with Chain	\$ <u>15.00</u>	
4-2x3 Photo Notepads with Name	\$ <u>15.00</u>	
Photo Mousepad	\$ <u>15.00</u>	
Wacky Pack with Name	\$ <u>15.00</u>	
iPhone Cover	\$ <u>19.00</u>	
Samsung Galaxy Cover	\$ <u>19.00</u>	
Image CD	\$ <u>38.00</u>	

## Attachment B (cont'd)

Classroom Group Photo with overlay - 8x10	\$ <u>14.00</u>
Classroom Group Photo with overlay - 5x7	\$ <u>10.00</u>
Portrait Enhancement (retouching)	\$ <u>7.00</u>
10 to 14 Background Choices	\$ <u>No charge</u>

**Range of complimentary school offered \$ \_\_\_\_\_.**  
**packages and sitting options**

FREE individual staff package	\$ <u>No Charge</u>	\$31 value (1-5x7, 2-3x5, 4-2x3 Wallet, 8 mini wallet)
FREE financial hardship package	\$ <u>No Charge</u>	\$14 value (1-3x5, 2-2x3; up to 5 hardship cases per school as determined by principal)
FREE bereavement portrait	\$ <u>No Charge</u>	\$24 value (1-8x10 for school; 1-8x10 for family)
FREE album of class group photos	\$ <u>No Charge</u>	\$80-\$200 value to school office
FREE class group photo to teachers	\$ <u>No Charge</u>	\$10 value for each classroom teacher and aide
FREE School Admin Office CD	\$ <u>No Charge</u>	\$59 value (created to meet MCPS specs.)
FREE Student/Staff ID cards	\$ <u>No Charge</u>	\$2.50 value each (pvc or equivalent to MCPS specs)
FREE Framed Grad Class Pano Group 10x20	\$ <u>No Charge</u>	\$31 value
FREE All-School Framed 20x30 Composite	\$ <u>No Charge</u>	\$100 value
FREE 16x20 Custom "READ" poster with principal photo	\$ <u>No Charge</u>	\$59 value

**Pricing structure for special projects \$ \_\_\_\_\_.**

Photo Booth for auctions, galas, dances, proms, etc.

Option A: School pays hourly rental rate \$300 per hour. School profits by adding cost of photos to ticket price or selling directly to individuals.

Option B: Studio personnel sell to students and studio returns 20% of sales to school.

Yearbook: Studio sells yearbook to school at wholesale price based on number of pages and number of copies. School adds its own markup and sells advertising or patron sponsorships as school fundraiser.

Mother's Day Portraits: See attached spring price list/flier

Holiday Portraits: See attached price list/flier

Graduation Presentation of Diplomas: images are viewed online at [photoreorders.com](http://photoreorders.com)

Individuals & class groups will be photographed at the school. To buy portraits, complete the envelope attached, enclose correct payment & give the envelope to the photographer. Change will not be available on picture day. Only those who pay on picture day will receive portraits. Late orders must include a \$10 lab fee for handling a single order & \$4 postage, handling & protective packaging. For best results do not wear green. Satisfaction guaranteed or package price refunded.

**Family Special**  
**Package A \$59**  
1-10x13  
2-8x10 2-5x7  
2-3x5 12-2x3  
24 Wallets

**BEST VALUE!**

**FREE 4-3x5 MAGNETS**  
With purchase of Package A, B, or C

**Grandparents Special**  
**Package B \$52**  
1-8x10  
2-5x7 2-3x5  
8-2x3  
24 Wallets

**MOST POPULAR**

**Package C \$43**  
3-5x7  
2-3x5 8-2x3

**Class Group Photos**  
8x10 Group...\$14 5x7 Group...\$10

**Add-on Items**  
You may add these packages to any standard packages. These items **not sold separately**. Add-ons are printed using the same background chosen for the standard packages A-H.

**Add-on H \$10**  
1-8x10

**Add-on I \$10**  
2-5x7

**Add-on J \$10**  
8-2x3

**Add-on K \$15**  
1-10x13

**GIFT ITEMS**

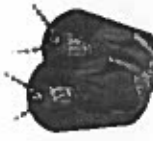
May be added to a package or purchased separately. Great gifts for holidays, birthdays and other special occasions. Backgrounds shown are for demonstration only and will differ from those that are currently available. Items shown are not drawn to scale. Calendars are 12-month.



1. 4-3x5 Magnets with Name \$15



2. Calendar 8x10 with Name \$15



3. 2 Metal Dog Tags with chain \$15



4. 4-2x3 Notepads with name \$15



5. Mousepad \$15



6. Wacky Pack with Name \$15 (Doorhanger, KeyFob, 2 Bookmarks, 2 Bag Tags)



9. Image CD...\$34

Your image on CD with copyright release allows you to print small portraits, post to the web or have your local store make prints.



7. iPhone 5 Cover \$19 Black Only



8. Samsung Galaxy S3 & S4 \$19 Black only

**Fall Portraits &**

**Class Group Photos will be taken Mon. & Tues., Oct 5 & 6**  
Pictures must be paid for on picture day.

**Package F \$21**  
2-3x5  
4-2x3  
8 Wallets

**Package G \$12**  
1-3x5  
2-2x3

**Package E \$30**  
1-5x7  
2-3x5  
4-2x3  
8 Wallets

**Package D \$36**  
2-5x7  
2-3x5  
4-2x3  
16 Wallets

**PORTRAIT ENHANCEMENT**

(Basic Retouching)

is a technique that blends and softens blemishes, scars, freckles, wrinkles. Enhancement will not remove stray hair, sunburn, tan lines, glare in glasses, braces, wrinkled clothing or stains. If you would like to have your portraits enhanced, check the correct box on the order envelope. Enhancement is available for only \$7 added to your package price.

• Pictures must be paid for on picture day. Enclose exact payment, credit card info or check payable to Masterpiece Studio. Returned checks will be re-presented electronically to the check writer's account along with a \$35 processing fee as permitted by law. Change will not be available on picture day. Enclose payment for one student only. Notes to the photographer should be on the outside of the envelope.

• Print all information on order form. Check package & background choice. You may choose more than one package but only one background per envelope. Hand the envelope to the photographer. Only those who pay on picture day will receive pictures. Sizes are approximate. Wallets are 1.75" x 2.25". Backgrounds shown for Gift Items are for demonstration only and will differ from those available.

Cut and insert into envelope.

**CREDIT CARD INFORMATION**

Cut out and enclose in envelope below

Exp. Date	Security Code	Total Amount
<input type="text"/>	<input type="text"/>	<input type="text"/>

Name on Card	Card Billing Street Address
<input type="text"/>	<input type="text"/>
Phone Number	Signature
( )	<input type="text"/>

Cut and insert into envelope.





Individuals will be photographed at the school. To buy portraits, complete the attached form, enclose correct payment & give envelope to the photographer. Change will not be available on picture day. Only those who pay on picture day will receive portraits. Late orders cannot be accepted as those who do not have payment on picture day will not be photographed. For best results do not wear green. Satisfaction guaranteed or package price refunded.

Holiday Portraits will be taken  
**Thurs., Dec. 4**  
Pictures must be paid for on picture day.

**Family Special**  
**Package A \$65**  
1-10x13  
2-8x10 2-5x7  
2-3x5 12-2x3  
24 Wallets  
**BEST VALUE!**

**Grandparents Special**  
**Package B \$54**  
1-8x10  
2-5x7  
2-3x5  
8-2x3  
24 Wallets

**Package C \$46**  
3-5x7  
2-3x5  
8-2x3  
16 Wallets  
**MOST POPULAR**

**Package D \$38**  
2-5x7  
2-3x5 4-2x3  
16 Wallets

**Package E \$32**  
1-5x7  
2-3x5 4-2x3  
8 Wallets

**Package F \$24**  
2-3x5  
4-2x3  
8 Wallets

**Package G \$14**  
1-3x5  
2-2x3

**PORTRAIT ENHANCEMENT (Basic Retouching)**  
blends and softens blemishes, scars, freckles, wrinkles. Enhancement will not remove stray hair, sunburn, tan lines, glare in glasses, braces, wrinkled clothing or clothing stains. If you would like to have your portraits enhanced, check the box on the order envelope. Enhancement is available for only \$7 added to your package price.

**Add-on Items**  
You may add these packages to any standard packages. These items not sold separately. Add-ons are printed using the same background chosen for the standard packages A-H.

**Add-on H \$10**  
1-8x10

**Add-on I \$9**  
2-5x7

**Add-on J \$8**  
8-2x3

**Add-on K \$15**  
1-10x13

**GIFT ITEMS**

May be added to a package or purchased separately. Great gifts for holidays, birthdays and other special occasions. Backgrounds shown are for demonstration only and will differ from those that are currently available. Items shown are not drawn to scale. Calendars are 12-month.

- 1. 4-3x5 Magnets with Name \$15 
- 2. Calendar 8x10 with Name \$15 
- 3. 2 Metal Dog Tags with chain \$15 
- 4. 4-2x3 Note pads with name \$15 
- 5. Mousepad Calendar with name \$15 
- 6. 4x6 Flip Calendar \$15 
- 7. iPhone Cover \$20 Black or White 
- 8. Wacky Pack with Name \$15 (Doorhanger, Keyfob, 2 Bookmarks, 2 Bag Tags) 
- 9. iPod Touch Cover \$19 Black only 
- 10. Samsung Galaxy S3 Cover \$19 Black or White (indicate color on order form) 
- 11. iPad Mini Cover \$44 Black or White (indicate color on order form) 
- 12. iPad Leatherette Folio \$49 Black only 
- 13. Image CD Your image on CD with copyright release...\$32. Make prints when you want them. 

**CREDIT CARD INFORMATION** Cut out and enclose in envelope below

Name on Card: \_\_\_\_\_  
Card Billing Street Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Signature: \_\_\_\_\_

Security Code: \_\_\_\_\_  
Total Amount: \$ \_\_\_\_\_  
Credit Card Number: \_\_\_\_\_

MasterCard DISCOVER VISA

- The text on the sample photos on the other side of this form is for example only. To add text to your pictures, add \$2 to your order.
- Enclose exact payment, credit card info or check payable to *Masterpiece Studio*. Returned checks will be re-presented electronically to the check writer's account along with a \$35 processing fee as permitted by law. Change will not be available on picture day. Enclose payment for one student only. Notes to the photographer should be on the outside of the envelope.
- Print all information on order form. Check package & background choice. You may choose more than 1 package but only 1 background per envelope. Hand the envelope to the photographer. Only those who pay on picture day will receive pictures. Sizes are approximate. Wallets are 1.75" x 2.25". If no background is indicated, number 2 will be used.
- Late orders cannot be accepted as those who do not have payment on picture day will not be photographed for this special program.
- Satisfaction guaranteed. If dissatisfied, return the entire package within 10 days to *Masterpiece Studio*, 5 Spartan Ct., Olney, MD 20832. 301-570-1067.
- The portrait program is a school fund-raising activity. A portion of sales is returned to the school to support its activities. Thanks for your support.



Masterpiece Studios

**SUPER PACKAGE 1**

**FREE**  
**8x10**

**Reflection**



- 1 - 8x10
- 1 - 5x7
- 2 - 3 1/2x5's
- 16 Jumbo Wallets

Your name & year will be on all portraits in this package.

*Shown are our default backgrounds #1, #2 & #3. If no backgrounds are selected, you will receive these.*

*Plus Retouching*

Retouching will remove minor blemishes. It will not make corrections to hair or glasses.



Plus  
4 - 3 1/2x5 Magnets  
with name & year

**\$133**  
**\$78**

**FREE**

**Magnets**



**PACKAGE 4**

any background



You Choose  
2  
Backgrounds!

**PACKAGE 2**

**FREE**  
**8x10**

**Reflection**



- 1 - 8x10 Portrait
- 1 - 5x7
- 2 - 3 1/2x5's
- 16 Jumbo Wallets

Deluxe \$64.00  
Standard \$54.00

If no backgrounds are chosen we default to #1 & #2.

*Grandparents  
Special!*

**PACKAGE 3**

any background



- 2 - 8x10 Portraits
- 2 - 5x7's
- 4 - 3 1/2x5's
- 8 Jumbo Wallets
- 16 Exchange Wallets

**FREE**  
**8x10**

**Reflection**



Deluxe \$51.00  
Standard \$41.00

**PACKAGE 5**

any background



**PACKAGE 6**

any background



1 - 8x10 Portrait  
 2 - 5x7's  
 4 - 3 1/2x5's  
 16 Jumbo Wallets

Deluxe \$40.00  
 Standard \$30.00

2 - 5x7's  
 2 - 3 1/2x5's  
 8 Jumbo Wallets  
 8 Exchange Wallets

Deluxe \$35.00  
 Standard \$25.00

1 - 5x7  
 4 Jumbo Wallets  
 8 Exchange Wallets  
 Deluxe \$28.00  
 Standard \$18.00

*More Packages*

- Package 7 2 - 3 1/2x5, 4 Wallets (any background) \$12.00
- Package 8 1 - 10x13 Canvas Portrait \$20.00
- Package 9 1 - 10x13 Canvas Portrait with name \$25.00
- Package 10 **MEGADISC CD** (ALL backgrounds plus unique templates) \$40.00
- Package 11 1 - 8x10 (any background) \$12.00
- Package 12 2 - 5x7's (any background) \$12.00
- Package 13 16 - 2x3 Jumbo Wallets w/name (any background) \$16.00
- Package 14 8 - 2x3 Jumbo Wallets w/o name (any background) \$10.00
- Package 15 Copyright Release Certificate (not Photo CD) \$10.00
- Package 16 Add Retouching to any package \$ 8.00
- Package 17 Add name & year to all portraits (except Exchanges) \$10.00

*Retouching*

Retouching will remove minor blemishes. It will not make corrections to hair or glasses. It's included in Super Package 1 and all Deluxe Packages 2-6.

*Masterpiece Studio*  
 FINE PORTRAITURE

5 Spartan Court  
 Olney, MD 20832  
 301-570-1067

**Specials**

Combo Pack - ANY 3 SPECIALS \$35 (after package purchase)

Magnets



Special 18  
 4 - 3 1/2x5 Magnets  
 with name  
 \$15.00

8x10  
 Calendar



Special 19  
 8x10 Calendar  
 with name  
 \$15.00

Dog Tags



Special 20  
 2 Metal Dog Tags  
 with 30" chains  
 (choose one background)  
 \$15.00

Mousepad



Special 21  
 Mousepad  
 with name  
 \$15.00

Note Pads



Special 22  
 4- 2x3 Note pads  
 with name  
 \$15.00

WackyPak



Special 23  
 WackyPak  
 (Doorhanger, Key Fob,  
 2 Bookmarks, 2 Bag Tags)  
 \$15.00

Flip  
 Calendar



Special 24  
 4x6 - 2014 Flip Calendar  
 (Includes 12 backgrounds)  
 \$15.00

Products are not shown to scale.

# SCHERLING PHOTOGRAPHY LLC

*Serving the Community for 99 years*

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506 Shaw Road #328  
Sterling, VA 20166  
Phone (703) 340-8470

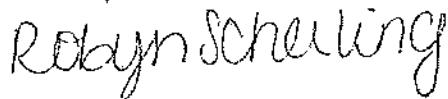
December 6, 2017

Montgomery County Public Schools  
RFP# 4347.2, Photography Services  
45 West Gude Dr Suite 3100  
Rockville, MD 20850

Dear Laurie Checco,

Due to increased costs in labor and printing materials, we need to increase our picture pricing this year by 3 percent in order to continue to provide outstanding portraits and services to our many valued customers. Please see our new attached pricing for the 2018-19 school year and let me know if this can be approved.

Sincerely,



Robyn Scherling  
Manager/Owner  
Scherling Photography



## High School Underclass, Middle School and Elementary School 2018-19 School Year

\*All of these Packages include a 0% commission. These are base prices.

Package A: \$8.75  
2 - 3"x 5" Desk Size  
8 - 1.5" x 2.5" Exchange

Package B: \$13.00  
1 - 5" x 7" Portrait  
2 - 3"x 5" Desk Size  
2 - 2" x 3" Wallet  
8 - 1.5" x 2.5" Exchange

Package C: \$16.50  
2 - 5" x 7" Portrait  
2 - 3"x 5" Desk Size  
4 - 2" x 3" Wallet  
8 - 1.5" x 2.5" Exchange

Package D: \$20.50  
1 - 8" x 10" Portrait  
2 - 5" x 7" Portrait  
2 - 3"x 5" Desk Size  
4 - 2" x 3" Wallet  
8 - 1.5" x 2.5" Exchange

Package E: \$22.75  
2 - 8" x 10" Portrait  
2 - 5" x 7" Portrait  
2 - 3"x 5" Desk Size  
8 - 2" x 3" Wallet  
16 - 1.5" x 2.5" Exchange

Package F: \$24.50  
1 - 10" x 13" Portrait  
1 - 8" x 10" Portrait  
2 - 5" x 7" Portrait  
2 - 3"x 5" Desk Size  
8 - 2" x 3" Wallet  
16 - 1.5" x 2.5" Exchange

Package G: \$8.75  
2 - 3"x 5" Desk Size  
4 - 2" x 3" Wallet

Package H: \$8.75  
1 - 8" x 10" Portrait:

Retouching Charge: \$9

All of these Packages include a 0% commission and sales tax where applicable.

### Units

- 1- 8 x 10    8- 2 x 3 Wallets
- 2- 5 x 7    16- 1.5 x 2.5 Exchange
- 4- 3 x 5



## High School Underclass, Middle School and Elementary School

\*All of these Packages include a 20% commission

Package A: \$11.00

2 - 3"x 5" Desk Size

8 - 1.5" x 2.5" Exchange

Package B: \$16.00

1 - 5" x 7" Portrait

2 - 3"x 5" Desk Size

2 - 2" x 3" Wallet

8 - 1.5" x 2.5" Exchange

Package C: \$20.75

2 - 5" x 7" Portrait

2 - 3"x 5" Desk Size

4 - 2" x 3" Wallet

8 - 1.5" x 2.5" Exchange

Package D: \$25.25

1 - 8" x 10" Portrait

2 - 5" x 7" Portrait

2 - 3"x 5" Desk Size

4 - 2" x 3" Wallet

8 - 1.5" x 2.5" Exchange

Package E: \$28.50

2 - 8" x 10" Portrait

2 - 5" x 7" Portrait

2 - 3"x 5" Desk Size

8 - 2" x 3" Wallet

16 - 1.5" x 2.5" Exchange

Package F: \$30.50

1 - 10" x 13" Portrait

1 - 8" x 10" Portrait

2 - 5" x 7" Portrait

2 - 3"x 5" Desk Size

8 - 2" x 3" Wallet

16 - 1.5" x 2.5" Exchange

Package G: \$11.00

2 - 3"x 5" Desk Size

4 - 2" x 3" Wallet

Package H: \$11.00

1 - 8" x 10" Portrait

Retouching Charge: \$9

All of these Packages include a **20%** commission and sales tax where applicable.

### Units

5- 8 x 10    8- 2 x 3 Wallets

6- 5 x 7    16- 1.5 x 2.5 Exchange

6- 3 x 5



## High School Underclass, Middle School and Elementary School

\*All of these Packages include a 40% commission

Package A: \$14.50  
2 - 3"x 5" Desk Size  
8 - 1.5" x 2.5" Exchange

Package B: \$21.50  
1 - 5" x 7" Portrait  
2 - 3"x 5" Desk Size  
2 - 2" x 3" Wallet

Package C: \$27.50  
2 - 5" x 7" Portrait  
2 - 3"x 5" Desk Size  
4 - 2" x 3" Wallet  
8 - 1.5" x 2.5" Exchange

Package D: \$34.00  
1 - 8" x 10" Portrait  
2 - 5" x 7" Portrait  
2 - 3"x 5" Desk Size  
4 - 2" x 3" Wallet  
8 - 1.5" x 2.5" Exchange

Package E: \$37.75  
2 - 8" x 10" Portrait  
2 - 5" x 7" Portrait  
2 - 3"x 5" Desk Size  
8 - 2" x 3" Wallet  
16 - 1.5" x 2.5" Exchange

Package F: \$40.25  
1 - 8" x 10" Portrait  
2 - 5" x 7" Portrait  
2 - 3"x 5" Desk Size  
8 - 2" x 3" Wallet  
16 - 1.5" x 2.5" Exchange

Package G: \$14.50  
2 - 3"x 5" Desk Size  
4 - 2" x 3" Wallet

Package H: \$14.50  
1 - 8" x 10" Portrait

Retouching Charge: \$9

All of these Packages include a **40%** commission and sales tax where applicable.

### Units

- 1- 8 x 10    8- 2 x 3 Wallets
- 2- 5 x 7    16- 1.5 x 2.5 Exchange
- 8- 3 x 5

# SCHERLING PHOTOGRAPHY

With your purchase of a school portrait package, you can also purchase add-ons. These include a 0% commission and sales tax.

(Background must be the same as package)

Item	Contents	Price
G	1-10x13	\$9.25
H	1-8x10	\$7.25
I	2-5x7	\$7.25
J	4-3x5	\$7.25
K	8-Wallet	\$7.25
L	16-Exchange	\$7.25
M	2-3x5 Photo Magnet	\$7.25
N	1-3" Photo Button.	\$5.25
O	1-Photo Dog Tag	\$6.00
P	1-Photo Bag Tag	\$5.25
Q	1-Photo Key	\$5.25
R	1-5x7, 4-Wallets Classic B&W	\$7.50
S	1-8x10 Photo Calendar	\$8.00
T	1-Digital Image (must purchase package)	\$12.00
U	1-Digital Image (without package purchase)	\$28.00

To receive a commission, use the following calculations:

- 0% pricing x 1.1=10% commission pricing
- 0% pricing x 1.2=20% commission pricing
- 0% pricing x 1.3=30% commission pricing
- 0% pricing x 1.4=40% commission pricing
- 0% pricing x 1.5=50% commission pricing

**Package 4-\$206.00**

1-11x14 or 16x20  
4-8x10  
8-5x7  
10-4x5  
76 Wallets  
1-Digital Download  
1-Wallet Box  
8-5x7 Frames  
10-4x5 Frames

**Package 5-\$257.50**

2-11x14 or 2-16x20 (or pick one of each size)  
5-8x10  
10-5x7  
10-4x5  
112 Wallets  
1-Digital Download  
1-Wallet Box  
10-5x7 Frames  
10-4x5 Frames

**A la cart**

1-8x10 \$18.50  
2-5x7 \$18.50  
2-4x5 \$16.50  
8-2x3 \$14.50

**Senior Graduation Group-\$20.50**

1-8x20

Retouching is Free (includes removal of stray hair, braces, tan lines, scars, eyeglass glare, etc.)

\*1 unit equals=1-8x10 or 2-5x7's or 4-4x5's or 8 wallets

\*This pricing includes all applicable tax.

\*This pricing includes 20% commission/profit to schools.





## **High School Sports Photos**

*20% Commission to Schools*

### **Package A \$46.50**

1-Digital Memory Mate  
2-5x7  
4-3x5  
8-2x3

### **Package B \$36.00**

2-5x7  
2-3x5  
8-2x3  
1-8x10 Group Bordered

### **Package C \$23.75**

1-Digital Memory Mate  
2-3x5

### **Package D \$15.50**

1-Digital Memory Mate

### **Package E \$15.50**

2-5x7  
4-3x5

### **Package F \$13.50**

1-8x10 Group Bordered

### **Package G \$11.50**

2-Photo Buttons

### **Package H \$9.25**

8-2x3

### **Package I \$15.50**

8-Mini Magazine Covers

### **Package J \$13.50**

2-Photo Magnets

### **Package K \$15.50**

1-8x10 Magazine Cover

### **Package L 20.50**

1-8x10 Calendar (Group)

### **Package M \$20.50**

1-8x10 Calendar (Individual)



**Graduation Photos**

*20% Commission to Schools*

Package A

3-8x10, 2-5x7, 4-3x5, 1-digital download \$51.50

Package B

2-8x10, 2-5x7, 2-3x5, 4-2x3, 1-digital download \$41.25

Package C

1-8x10, 2-5x7, 2-3x5, 12-2x3 \$31.00

Package D

2-5x7, 2-3x5, 4-2x3 \$20.50

Package E

1-5x7, 2-3x5, 4-2x3 \$16.50

Package F

1-8x10 \$15.50

Package G

2-5x7 \$15.50

Package H

1-digital download \$18.50

\*Scherling Photography also offers a wide variety of novelty items for graduation photos such as: key chains, bag tags, magnets, buttons, mugs, calendars, extra-large prints and more.

*\*prices include applicable taxes*



**Class Group Photos (bordered)**

**6x8 \$10.00**

**8x10 \$11.00**

**8x24 (pano) \$15.00**

*Commission/profit can be added to  
the price at the request of schools*

Attachment B

Department of Materials Management  
**MONTGOMERY COUNTY PUBLIC SCHOOLS**  
Procurement Unit, Suite 3100  
45 West Gude Drive Rockville,  
Maryland 20850

Request for Proposal# 4347.2, Student Photography Services for  
Montgomery County Public Schools

**PRICE SHEET**

Company Name: School Pictures Inc.

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The undersigned hereby submits a RFP response price list to provide all labor, material, equipment, and supervision to complete the services as set forth in RFP 4347.2, Student Photography Services for Montgomery County Public Schools.

All requested pricing and commission information is provided on the attached next pages.

Cost of various packages to students/parents \$ See Attached  
(attach additional sheets as necessary)

Commission structure (attach additional sheets as necessary) \$ See Attached

Cost for individual prints \$  
Wallet \$ See Attached  
5x7 \$ See Attached  
8x 10, etc. \$ See Attached  
Special features such as panoramic, 3D, etc. \$ See Attached  
Other (attach additional sheets as necessary)

Range of complimentary school offered packages and sitting options \$ See Attached  
(attach additional sheets as necessary)

Pricing structure for special projects \$ See Attached  
(attach additional sheets as necessary)

## Attachment to Appendix B

**\* Cost of Various Packages to Students/Parents**

FALL PORTRAITS	
Package Price	What's Included
\$80.00	2 – 8x10s, 4 – 5x7s, 6 – 4x6s, 24 – 2x3s, 1 – CD with copyright release
\$50.00	1 – 8x10, 4 – 5x7s, 3 – 4x6s, 12 – 2x3s,
\$45.00	1 – 8x10, 2 – 5x7s, 3 – 4x6s, 12 – 2x3s
\$40.00	2 – 5x7s, 3 – 4x6s, 6 – 2x3s, 8 – 2.5 x 3.5s
\$30.00	3 – 5x7s, 8 – 2.5x3.5s,
\$20.00	3 – 4x6s, 12 – 2x3s
\$12.00	16 – 1.75 x 2.5s

SPRING PORTRAITS	
Package Price	What's Included
\$50.00	2 – 8x10s, 4 – 5x7s, 2 – 6x8 Class Portrait
\$35.00	2 – 8x10s, 2 – 5x7s, 1 – 6x8 Class Portrait
\$30.00	1 – 5x7, 3 – 4x6s, 1 – 6x8 Class Portrait
\$25.00	1 – 8x10, 1 – 6x8 Class Portrait
\$20.00	1 – 5x7, 1 – 6x8 Class Portrait
\$15.00	1 – 6 x 8 Class Portrait (all class portraits are titled and have borders)

\* All Prices include Maryland Retail Sales Tax

## **Commission Structure**

- Commission is paid based upon the sale of school portraits during the current academic school year.
- Commission percentage ranges from 40- 50% of net sale.
- Maryland retail sales tax and bad checks will be deducted from sale prior to commission being calculated.
- One year contracts will be limited to a \$1.00 per student enrolled signing bonus.

**Cost For Individual Prints**

<b>INDIVIDUAL ELEMENTS</b>	
<b>Price</b>	<b>Item</b>
\$15.00	2 – 3x5 Magnets
\$20.00	CD With Copyright Release
\$13.00	1 – 5x7 Individual Portrait
\$15.00	1 – 6x8 Bordered Class Portrait
\$17.00	1 – 8x10 Individual Portrait
\$25.00	1 – 10x13 Individual Portrait
\$12.00	16 – 1.75x2.5s
\$10.00	8 – 2.5x3.5s
No Charge	Add background to green screen portraits
\$20.00	1 – 10 x 20 Titled Panoramic (can be complimentary, depending on school service level)
\$35.00	1 – 11 x 14 Canvas mounted and framed Portrait
	Wallet size prints and magnets are printed on sheets and are not available as individual items

## **Range of Complimentary School Offered Packages And Sitting Options**

School Pictures, Inc.

### **+ Individual Student Portraits**

- Traditional portrait photography Old Masters Blue Background
- Multiple package selections, price range \$12.00 - \$80.00
- Free Emergency ID card for every student
- Personalized Digital portraits available for upgrade to base packages
- Spring Portraits, Green Screen Individual portraits, plus Class portrait
- All students receive a free Second Chance Photo (sample enclosed)
- Complimentary portrait packages for all staff, Individual and Group!

### **+ Service Items from Student Portraits**

- Facebook Directory – Every student in a 8 X 10 album, sorted by grade alpha, homeroom, class, or special requests
- Rolodex Cards – Rotary card with student image and student identification number; extra fields include homeroom teacher, grade, address, and phone number.
- Sticky File Prints – Self-adhesive prints with student's name and grade, approximately 3/4" x 1"
- CD-ROM with Various Exports- Information will merge into Aspen, Sims, WinSNAP, Filemaker Pro, and various other Admin programs.
- CD-Rom for Yearbooks/Memory Books – We can export any PSPA or PMAI standard to match all yearbook publishers.
- Recognition Certificates – Certificates from Millennium imprinted with several different classification award headings are available by request.
- Timestone Software – Student Information System is available to schools as an electronic database with images. A variety of products can be produced from TIOS, including certificates, seating charts, tickets, and identification cards.
- Identification cards – available in two forms, laminated photo paper and rigid plastic with clear coat finish. All cards can include school logo and school colors.

### **+ Additional Products and Services**

- Wall size Class portrait Composite
- Complimentary READ posters.
- 11 x 14 candid images for wall display

**All student portraits and school yearbooks professionally printed in Maryland.**  
Funds from sale of portraits and yearbooks stay in the state of Maryland.



## Pricing Structure for Special Projects

INDIVIDUAL ELEMENTS	
Price	Item
\$5.00	Add Name and School Year to Wallets
\$8.00	Phase One Retouching
\$12.00	2 Key Chains
\$13.00	Deck of Playing cards
\$15.00	2 – 3 x 5 Magnets
\$20.00	CD with Copyright Release
\$15.00	1 – 15 Oz. Mug
\$8.00	1 – Medallion Ornament
\$15.00	1 – Grocery Tote
\$75.00	1 – Sherpa Fleece Photo Blanket
\$22.00	1 – Stainless Steel Travel Mug
\$35.00	1 – 11 x 14 Mounted Canvas Photo
\$15.00	1 – Mouse Pad
\$7.00	1 – Fun Pack

Specifications listed below are for Tier II Premium Service Yearbooks

FULL COLOR YEARBOOK PRICING			
Pages		Soft Cover Perfect Bind	Hard Cover
20		\$12.99	\$16.27
24		\$13.59	\$16.87
28		\$14.19	\$17.47
32		\$14.79	\$18.07
36		\$15.39	\$18.67
40		\$15.99	\$19.27
44		\$16.59	\$19.87
48		\$17.19	\$20.47
52		\$17.79	\$21.07
56		\$18.39	\$21.67
60		\$18.99	\$22.27
64		\$19.59	\$22.87
68		\$20.19	\$23.47
72		\$20.79	\$24.07
76		\$21.39	\$24.67
80		\$21.99	\$25.27
84		\$22.59	\$25.87
88		\$23.19	\$26.47
92		\$23.79	\$27.07

Tier II Premium Service Yearbooks are outlined below.

Schools not requiring this level of service can earn up to a 15% reduction in price on the above listed specifications.

Enhanced Customer Service and Premium Yearbook Creation, Scope of Work

Between School Pictures, Inc. and School Name; \_\_\_\_\_

*Stress Relief for Customers*

This agreement between School Pictures, Inc. (SPI), 6413 Beechwood Drive, Columbia, MD 21046 and

School Name \_\_\_\_\_ School Yearbook Advisor \_\_\_\_\_

**Enhanced Tier II Customer Services – Direct Support to SPI Customer Schools**

One Tier II CSR w/2nd Tier II CSR backup

- September/October/November:
  - Include Updated and New SPI Instruction and Creative Ideas Manual
    - Work with Advisor to incorporate key user Instructions
    - Include QR Codes to videos, if available.
  - Tier II CSR meet with adviser's (w/Advisor) – 1-2 hours each customer.
    - New Customer Schools – Contact in advance to assure firewall connectivity and site access with IT Admin at school.
    - Discuss Preliminary Delivery/Book Deadline to set timeline for Project Kickoff.
    - Illustrate method and benefits of properly preparing candid images, backgrounds and other assets into named folders in preparation for uploading.
      - For Photoshop Users...How to prepare backgrounds (completed pages, if necessary) to the correct size and file type.
    - Functionality Project Demo – Oh How Easy It Is
      - Preset one School Pictures, Inc. demo Project with flowed student panel pages and candid images/folders using selected School Pictures' 2017 student images and altered name data to demo:
        - Time saving uploading of prepared assets to created folders by Topic - (create video).
        - Section/page makeup of Projects.
          - Student verses candid sections in templated 2017 Projects created by RM. Premium Project Creation required.
          - Optimum organization of sections verses pages.
          - Prepared Projects with Student Sections. Requires Premium Project Creation.
            - Locked until final updating in the spring.
          - Ease of Administration of student images and information – automated reflow to class sections. - (create video)
        - Candid Sections/Pages - Ease of placing backgrounds using the Full Page Template (assures proper bleed) - (create video).
          - Creating online candid page designs for best results (avoid hard borders, etc.)
          - Changing/Replacing sections.
        - Other topics as required by User Level.
    - Enhanced Service Pricing Base Price and Price by Product Type attached – Attachments A through D.
      - Additional CSR Personal Support Call to Customer Schools

**Premium Project Preparation**

- Remember Me will create one initial project guided by customer’s previous year’s completed Project.
  - Create under School Picture’s selected email as Project Owner until ready for handoff to customer.
    - Set Final Submission Deadline Timeline per Project per SPI Instructions.
- December
  - Add/Flow Student Sections into Projects as images/data received from SPI
- December/January
  - Hand off Projects to Customer Administrator of Yearbook.
    - Invite customer to Project.
    - Reset customer as Project Owner.
- January – March
  - Notification/Reminder to Users/Customers to complete Candid Section Page Creation.
- April
  - Final Spring Student Images/Data received and updated to Projects.
    - Class sections unlocked.
  - Notification/Reminder to Users/Customers to complete class sections.
    - May make class sections editable if no further changes to student information.
- 1<sup>st</sup> Week of May (Approximate based on Deadline Assigned)
  - All pages completed by Users/Customers by assigned deadline.
- 2<sup>nd</sup> Week of May
  - Site team assists with submission of Proof Book Orders by Adviser.
    - Proof Books Delivered in 5 Business Days after Proof Order Submission.
  - Final edits completed.
- 3<sup>rd</sup> Week of May
  - Site team assists with submission of Final Order (Requires Project Owner Action)
  - Books Produced and Delivered 10 Business Days after Final Order Submission.
    - Note: Holidays do not count!!
  - Re-Orders Accepted – Delivered in 10 Business Days.
- Premium Project Creation Pricing Base Price and Price by Product Type attached – Attachments A through D.

This agreement becomes effective upon the acceptance of both parties below and shall remain in effect through academic school year \_\_\_\_\_

Accepted By: School Pictures, Inc.

Accepted by: Authorized School Representative

Name: \_\_\_\_\_  
Please Print

Name: \_\_\_\_\_  
Please Print

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

## Yearbooks/Memory Books Services

- + From our web based platform, we can custom tailor a yearbook program.
- + We provide the most aggressive price structure in the industry while maintaining the highest quality.
- + Digital publishing with web based yearbook construction is our first goal.
- + Yearbook services;
  - Free image manipulation software; such as Photoshop Elements.
  - Yearbook CSR Team available to help with all steps of production.
    - Memory Book Overview Packet and Letters
      - Monthly newsletters and online videos
      - Explanation of various publishers and online materials
      - Color booklet illustrating creative ideas from various schools
    - Computer training
      - PhotoShop
      - PhotoShop Elements
      - Proprietary software from School Pictures, Inc.
    - Workshops for administrators, teachers, parents, and/or students in all aspects of memory book creation
    - Availability
      - Email
      - Phone
      - Visits to your school – all you need
    - Find answers to your questions
      - In a timely fashion
      - No matter how small the question or how many

All Portrait packages printed in Beltsville, Maryland by D.P.I  
All yearbooks printed and bound in Beltsville, Maryland by  
RememberMe a division of D.P.I

William Spano  
President  
School Pictures, Inc.  
443-474-8668 (cell)

Attachment B

Department of Materials Management  
**MONTGOMERY COUNTY PUBLIC SCHOOLS**  
Procurement Unit, Suite 3100  
45 West Gude Drive  
Rockville, Maryland 20850

Request for Proposal # 4347.2, Student Photography Services for  
Montgomery County Public Schools

**PRICE SHEET**

Company Name:

Strawbridge Studios, Inc.

The undersigned hereby submits a RFP response price list to provide all labor, material, equipment, and supervision to complete the services as set forth in RFP 4347.2, Student Photography Services for Montgomery County Public Schools.

Cost of various packages to students/parents \$8 - \$45 (see pages 20-26)  
(attach additional sheets as necessary)

Commission structure (attach additional sheets as necessary) \$ 0% - 50% (see pages 20-26)

Cost for individual prints \$ \_\_\_\_\_  
Wallet \$ 10 for 8 wallets  
5 x 7 \$ 10  
8 x 10, etc. \$ 10  
Special features such as panoramic, 3D, etc. \$ see pages 20-26 for additional services and pricing  
Other (attach additional sheets as necessary)

Range of complimentary school offered \$ all staff will receive package "F" complimentary  
packages and sitting options  
(attach additional sheets as necessary)

Pricing structure for special projects \$ see pages 20-26 for additional services and pricing  
(attach additional sheets as necessary)

See additional value added services we provide on page 45.

## Strawbridge Studios, Inc. Pricing

**Fall Prepay Program** – packages range from \$8 - \$45 depending upon the commission chosen by the school. See Fall “Choose your Price” flyer on page 23 for all package contents and pricing.

**Fall Proof Program** - packages range from \$8 - \$45 depending upon the commission chosen by the school. See Fall “Choose your Price” flyer on page 23 for all package contents and pricing.

**Fall Speculation Program** - packages range from \$8 - \$45 depending upon the commission chosen by the school. Package contents below and pricing options.

Package contains 6 photographic sheets of paper including 3 bookmarks and 4 friendship wallets. (1- 8x10, 2- 5x7s, 4- 3x5s, 8- 2x3's, 16- 1x2s and 3 bookmarks with 4 friendship wallets)

Contents	Commission Amounts					
	0%	10%	20%	30%	40%	50%
Entire Pkg.	\$25.00	\$30.00	\$32.00	\$35.00	\$40.00	\$45.00
4 Sheets	\$20.00	\$26.00	\$29.00	\$33.00	\$35.00	\$40.00
3 Sheets	\$18.00	\$22.00	\$25.00	\$26.00	\$28.00	\$32.00
2 Sheets	\$15.00	\$20.00	\$21.00	\$19.00	\$21.00	\$22.00
1 Sheets	\$8.00	\$10.00	\$10.00	\$12.00	\$14.00	\$15.00
Bookmark/Wallet Sheet w/package	\$5.00	\$6.00	\$7.00	\$8.00	\$8.00	\$8.00
Bookmark/Wallet Sheet	\$10.00	\$11.00	\$12.00	\$14.00	\$15.00	\$16.00

**Spring Speculation Program** - packages range from \$8 - \$55 depending upon the commission chosen by the school. See Spring “Choose your Price” flyer on page 24 for all package contents and pricing.

**Classroom Groups** – Wholesale cost of \$8 each. School commission received based on the cost they charge the students. Ex. \$10 cost to student = 20% commission to the school.

**Panoramic Group** – One 10x24 print = \$15

**Senior Program** – We offer several different packages. See price catalog enclosed for package contents and pricing.

The school receives 20% commission from the total senior package sales.

**Sports Program** – school receives 20% of the total sports prom packages. See flyer on page 25 with all packages offered and pricing.

**Prom Portrait Program** – school receives 20% of the total prom package sales.

<b>Package A ( 3 poses)</b> <span style="float: right;"><b>\$75</b></span> Each pose receives 2 – 8x10's 2 – 5x7's 8 – 2x3's	<b>Package B</b> <span style="float: right;"><b>\$50</b></span> 3 – 8x10's 3 – 5x7's 12 – 2x3's
<b>Package C</b> <span style="float: right;"><b>\$40</b></span> 2 – 8x10's 2 – 5x7's 8 – 2x3's	<b>Package D</b> <span style="float: right;"><b>\$25</b></span> 2 – 5x7's 8 – 2x3's
<b>A La Carte</b> 1 – 10x13      \$30 1 – 8x10        \$15 24 – 2x3's      \$20 2 – Keychains   \$15	

**Dances Portrait Program** – school receives 15% on the total dance package sales.

<b>PACKAGE A</b> <b>\$30</b> 1 – 8x10s 2 – 5x7s 4 – 3x5s 8 – 2x3s	<b>PACKAGE B</b> <b>\$25</b> 2 – 5x7s 4 – 3x5s 8 – 2x3s	<b>PACKAGE C</b> <b>\$20</b> 2 – 5x7's 8 – 2x3s	<b>PACKAGE D</b> <b>\$15</b> 1 – 5x7 4 – 2x3s
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**Graduation Commencement**

<b>PACKAGE A</b>	<b>\$30</b>	<b>PACAKGE B</b>	<b>\$25</b>	<b>PACKAGE C</b>	<b>\$20</b>
<b>1 – 8x10</b>		<b>2 – 5x7s</b>		<b>2 – 5x7s</b>	
<b>2 – 5x7s</b>		<b>16 – 2x3s</b>		<b>8 – 2x3s</b>	
<b>16 – 2x3s</b>					



# STRAWBRIDGE studios inc.

Fall  
Portraits

## Choose Your Price

Choose a Fall Portrait Program that is right for your school.

	50% Commission	40% Commission	30% Commission	20% Commission most popular choice	10% Commission	0% Commission*	
<b>A</b>	\$40	\$35	<b>\$32</b>	\$29	\$26		2-8x10, 2-5x7, 2-4x6, 4-3x5, 12-2x3
<b>B</b>	\$35	\$30	<b>\$28</b>	\$25	\$22		1-8x10, 2-5x7, 2-4x6, 4-3x5, 12-2x3
<b>C</b>	\$30	\$25	<b>\$23</b>	\$20	\$18		2-5x7, 2-4x6, 4-3x5, 12-2x3
<b>D</b>	\$24	\$20	<b>\$18</b>	\$15	\$14		1-5x7, 4-3x5, 10-2x3
<b>E</b>	\$18	\$15	<b>\$14</b>	\$13	\$12		1-5x7, 5-2x3, 16-1x2
<b>F</b>	\$10	\$10	<b>\$9</b>	\$9	\$8		2-3x5, 8-1x2

Effective Fall 2015 Strawbridge Studios, Inc. may be changing package content, however we will keep the same number of portrait sheets.

\*Ask your representative about receiving Diamond Rewards with 0% commission programs!

### Choose Your Price - Winter! Class Groups

8x10 group portraits with custom borders  
Only \$7.00 wholesale

Choose your commission - Set your retail price



Choose Strawbridge Studios

visit [www.strawbridge.net](http://www.strawbridge.net) or email us at [sales@strawbridge.net](mailto:sales@strawbridge.net)



# STRAWBRIDGE

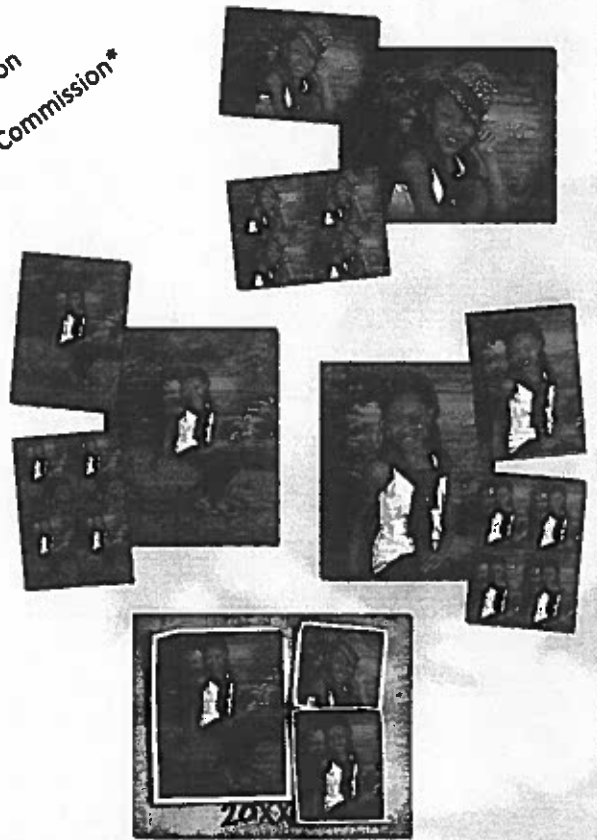
STUDIOS INC.

Spring Portraits

## Choose Your Price

Choose a Spring Portrait Program that is right for your school.

	50% Commission	40% Commission	<b>30% Commission</b> most popular choice	20% Commission	10% Commission	0% Commission*
Entire Package	\$55	\$45	<b>\$35</b>	\$32	\$30	\$25
Five Sheets	\$50	\$39	<b>\$30</b>	\$29	\$26	\$20
Four Sheets	\$40	\$33	<b>\$27</b>	\$25	\$22	\$18
Three Sheets	\$32	\$27	<b>\$23</b>	\$21	\$20	\$15
Two Sheets	\$22	\$21	<b>\$18</b>	\$16	\$15	\$12
One Sheet	\$15	\$14	<b>\$12</b>	\$10	\$10	\$8
Three Pose Collage	\$25	\$24	<b>\$20</b>	\$18	\$16	\$15



The Spring package includes 3-8x10s, 3-5x7s, 12 Billfolds, and a Portrait Collage.

\*Ask your representative about receiving Diamond Rewards with 0% commission programs!

## Don't Forget Yearbooks!

Our yearbook programs offer flexible pricing and other great benefits.

- \* One Deadline - No rigid signature submissions and penalties.
- \* One Price - No Hidden Surprises Guarantee! Your Contract Price is Your Invoice Price!
- \* Training - Easy to use software and the industry's most committed customer service and training staff is here to support you when you need it!



Choose Strawbridge Studios

visit [www.strawbridge.net](http://www.strawbridge.net) or email us at [sales@strawbridge.net](mailto:sales@strawbridge.net)



FL7995-1415

## THE ALL STAR PACKAGE

**A**  
\$50

- 1 - 8x10 Memory Mate
- 1 - 8x10 Bordered Team
- 1 - 8x10 Magazine Cover
- 2 - 5x7
- 2 - 4x6
- 8 - Trader Cards
- 10 - 2x3



**B**  
\$45

- 1 - 8x10 Memory Mate
- 1 - 8x10 Bordered Team
- 1 - 8x10
- 2 - 5x7
- 8 - 2x3
- 8 - Trader Cards



**C**  
\$40

- 1 - 8x10 Memory Mate
- 1 - 8x10 Magazine Cover
- 2 - 5x7
- 2 - 4x6
- 10 - 2x3



**D**  
\$35

- 1 - 8x10 Memory Mate
- 2 - 5x7
- 2 - 4x6
- 2 - 2x3

**E**

- 1 - 8x10 Team
- 2 - 5x7
- 8 - 2x3

**ONLY**  
\$30

**F**

- 1 - 5x7 Team
- 2 - 4x6
- 6 - 2x3

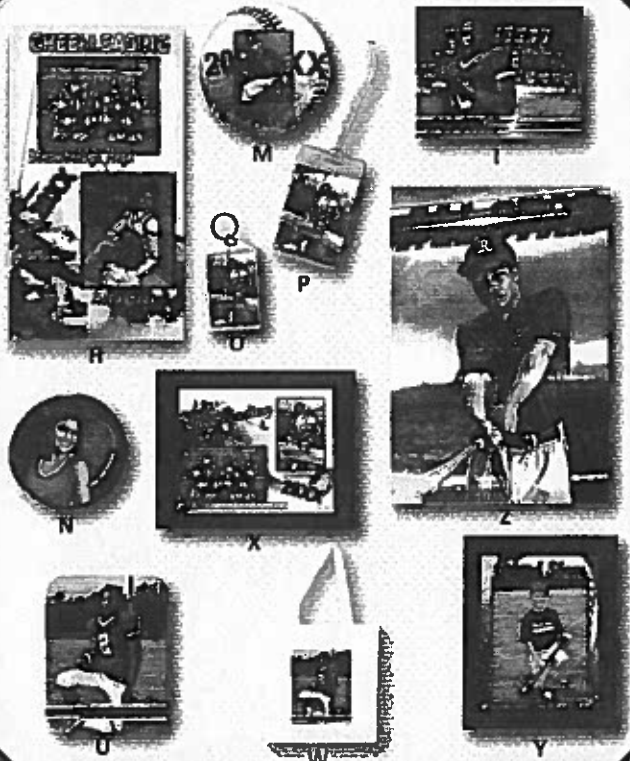
**ONLY**  
\$25

## A LA CARTE

- J 1 - 8x10 Memory Mate \$16
- K 1 - 8x10 Team \$11
- L 1 - 5x7 Team \$9
- Q 1 - 8x10 Individual \$12
- R 2 - 5x7 Individual \$12
- S 4 - 3x5 Individual \$12
- T 8 - 2x3 Individual \$12
- CD 1 - High Res CD Individual ONLY \$25

## NOVELTY ITEMS

- G 8 - Trader Cards \$15
- G2 16 - Trader Cards \$21
- H 1 - 10x18 Locker Poster \$20
- I 1 - All Star Collage \$18
- M 1 - Ball Magnet \$8
- M2 2 - Ball Magnets \$13
- N 1 - Button \$6
- N2 2 - Buttons \$11
- O 2 - Keychains \$10
- P 1 - Bag Tag \$6
- P2 2 - Bag Tags \$11
- U 1 - Mouse Pad \$15
- W 1 - Tote Bag \$20
- X 1 - Memory Mate Plaque \$25
- Y 1 - Magazine Cover Plaque \$25
- Z 1 - 12x17 Wall Poster \$33



## ENHANCEMENTS

**Basic Retouch - \$8.00**  
includes blemishes only

**Premium Retouch - \$13.00**  
includes blemishes & braces

**Name on 2x3 - \$8.00**



Returned checks will be electronically re-presented to your account along with the state allowable fee. Your use of a check is your acceptance of this policy.

Los cheques devueltos seran representados electronicamente a su cuenta junto con el honorario permisible del estado. Su uso del cheque es su aceptacion de esta politica.

**Attachment B**  
**Department of Materials Management**  
**MONTGOMERY COUNTY PUBLIC SCHOOLS**  
**Procurement Unit, Suite 3100 45 \West**  
**Gude Drive Rockville, Maryland 20850**

**Request for Proposal # 4347.2, Student Photography Services for**  
**Montgomery County Public Schools**

**PRICE SHEET**

Company Name: Victor O'Neill Studios

---

The undersigned hereby submits a RFP response price list to provide all labor, material, equipment, and supervision to complete the services as set forth in RFP 4347.2, Student Photography Services for Montgomery County Public Schools.

**Cost of various packages to students/parents** \$ see price lists  
(Attach additional sheets as necessary)

**Commission structure** (attach additional sheets as necessary) \$ see price lists sheets as necessary)

**Cost for individual prints** \$ \_\_\_\_\_  
Wallet \$ see price lists  
5 x 7 \$ see price lists  
8 x 10, etc. \$ see price lists  
Special features such as panoramic, 3D, etc. \$ \_\_\_\_\_  
(attach additional sheets as necessary)

**Range of complimentary school offered packages and sitting options** \$ listed below  
(attach additional sheets as necessary)

**Pricing structure for special projects** \$ listed below  
(attach additional sheets as necessary)

### **Elementary and Middle Schools:**

Complimentary photo products: Victor O'Neill Studios will provide:

- Canon digital camera for the yearbook staff
- Candid days and training by VOS photographer to yearbook staff
- Motivational posters or PBIS (10)
- Complimentary large faculty group picture for school and 5x7's for all staff members
- Packages for students in need
- Discount for parents with multiple children at school
- Packages for staff and parent volunteers
- Instant ID cards for staff and students (MS)
- Yearbook publication CD
- Administration CD
- Stand up motivational banner designed by Victor O'Neill Studios
- Desk and monthly planning calendars for office staff
- Team pictures for all coaches, athletic director and yearbook staff
- Online prepay ordering of school pictures

### **High Schools:**

Complimentary photo products:

- Canon Rebel digital camera for the yearbook staff
- Candid days and training by VOS photographer to yearbook staff
- Motivational posters (2)
- Complimentary large faculty group picture for school and 5x7's for all staff members
- Packages for students in need
- Discount for parents with multiple children at school
- Packages for staff and parent volunteers
- Instant ID cards for staff and students (MS)
- Yearbook publication CD
- Administration CD
- Stand up motivational banner designed by Victor O'Neill Studios
- Desk and monthly planning calendars for office staff
- Team pictures for all coaches, athletic director and yearbook staff
- Online prepay ordering of school pictures
- Sports banners for fall, winter and spring



**MIDDLE SCHOOL FALL AND SPRING PORTRAITS – Pricing Includes commission****Fall Portraits**

**A3W            \$59**  
 1-8x10  
 4-5x7  
 2-3.5x5  
 12-2.5x3.5  
 16-1.75x2.5  
 Includes name on wallets  
 w/o names on wallets **\$54**

**A1W            \$50**  
 1-8x10  
 2-5x7  
 2-3.5x5  
 8-2.5x3.5  
 16-1.75x2.5  
 Includes name on wallets  
 w/o names on wallets **\$45**

**AW              \$41**  
 1-8x10  
 2-5x7  
 2-3.5  
 4-2.5x3.5  
 16-1.75x2.5  
 Includes name on wallets  
 w/o names on wallets **\$36**

**B3W            \$55**  
 4-5x7  
 4-3.5x5  
 16-2.5x3.5  
 16-1.75x2.5  
 Includes name on wallets  
 w/o names on wallets **\$50**

**B1W            \$46**  
 2-5x7  
 4-3.5x5  
 16-2.5x3.5  
 16-1.75x2.5  
 Includes name on wallets  
 w/o names on wallets **\$41**

**BW              \$35**  
 2-5x7  
 4-3.5  
 8-2.5x3.5  
 16-1.75x2.5  
 Includes name on wallets  
 w/o names on wallets **\$30**

**C3W            \$52**  
 3-5x7  
 2-3.5x5  
 16-2.5x3.5  
 24-1.75x2.5  
 Includes name on wallets  
 w/o names on wallets **\$47**

**C1W            \$43**  
 1-5x7  
 2-3.5x5  
 16-2.5x3.5  
 24-1.75x2.5  
 Includes name on wallets  
 w/o names on wallets **\$38**

**CW              \$34**  
 1-5x7  
 2-3.5x5  
 8-2.5x3.5  
 24-1.75x2.5  
 Includes name on wallets  
 w/o names on wallets **\$29**

**D3W            \$48**  
 2-5x7  
 2-3.5x5  
 16-2.5x3.5  
 24-1.75x2.5  
 Includes name on wallets  
 w/o names on wallets **\$43**

**D1W            \$39**  
 2-3.5x5  
 16-2.5x3.5  
 8-1.75x2.5  
 Includes name on wallets  
 w/o names on wallets **\$34**

**DW              \$20**  
 2-3.5x5  
 8-2.5x3.5  
 Includes name on wallets  
 w/o names on wallets **\$15**

**E3W            \$64**  
2-8x10  
4-5x7  
  
2-3.5x5  
12-2.5x3.5  
16-1.75x2.5  
1-Portrait CD  
Includes name on wallets  
w/o names on wallets **\$59**

**E1W            \$55**  
2-8x10  
2-5x7  
  
2-3.5x5  
12-2.5x3.5  
16-1.75x2.5  
1-Portrait CD  
Includes name on wallets  
w/o names on wallets **\$50**

**EW              \$46**  
2-8x10  
2-5x7  
  
2-3.5  
4-2.5x3.5  
16-1.75x2.5  
1-Portrait CD  
Includes name on wallets  
w/o names on wallets **\$41**

**Bonus Items**  
2- 5x7 \$12  
8- Wallets \$11  
4- 3x5 \$12  
1- 8x10 \$15

Color backgrounds \$4  
Basic retouching \$7

### Spring Portraits

**Package 1       \$61**  
2-8x10  
2-5x7  
2-3.5x5  
8-2.5x3.5  
16- 1.75x2.5

**Package 2       \$45**  
1-8x10  
2-5x7  
4-3.5x5  
8-2.5x3.5  
16- 1.75x2.5

**Package 3       \$28**  
2-5x7  
4-3x5  
4-2.5x3.5  
8-1.75x2.5

**Package 4       \$19**  
4-3.5x5  
4-2.5x3.5  
8-1.75x2.5

**Package 5       \$14**  
2-3x5  
8-1.75x2.5

**Bonus Items**  
1-8x10 \$10  
Image CD \$15

**HIGH SCHOOL UNDERCLASSMEN FALL PORTRAITS – Pricing Includes Commission****Fall Portraits**

**A3W            \$59**  
1-8x10  
4-5x7  
2-3.5x5  
12-2.5x3.5  
16-1.75x2.5  
Includes name on wallets  
w/o names on wallets **\$54**

**A1W            \$50**  
1-8x10  
2-5x7  
2-3.5x5  
8-2.5x3.5  
16-1.75x2.5  
Includes name on wallets  
w/o names on wallets **\$45**

**AW              \$41**  
1-8x10  
2-5x7  
2-3.5  
4-2.5x3.5  
16-1.75x2.5  
Includes name on wallets  
w/o names on wallets **\$36**

**B3W            \$55**  
4-5x7  
4-3.5x5  
16-2.5x3.5  
16-1.75x2.5  
Includes name on wallets  
w/o names on wallets **\$50**

**B1W            \$46**  
2-5x7  
4-3.5x5  
16-2.5x3.5  
16-1.75x2.5  
Includes name on wallets  
w/o names on wallets **\$41**

**BW              \$35**  
2-5x7  
4-3.5  
8-2.5x3.5  
16-1.75x2.5  
Includes name on wallets  
w/o names on wallets **\$30**

**C3W            \$52**  
3-5x7  
2-3.5x5  
16-2.5x3.5  
24-1.75x2.5  
Includes name on wallets  
w/o names on wallets **\$47**

**C1W            \$43**  
1-5x7  
2-3.5x5  
16-2.5x3.5  
24-1.75x2.5  
Includes name on wallets  
w/o names on wallets **\$38**

**CW              \$34**  
1-5x7  
2-3.5x5  
8-2.5x3.5  
24-1.75x2.5  
Includes name on wallets  
w/o names on wallets **\$29**

**D3W            \$48**  
2-5x7  
2-3.5x5  
16-2.5x3.5  
24-1.75x2.5  
Includes name on wallets  
w/o names on wallets **\$43**

**D1W            \$39**  
2-3.5x5  
16-2.5x3.5  
8-1.75x2.5  
Includes name on wallets  
w/o names on wallets **\$34**

**DW              \$20**  
2-3.5x5  
8-2.5x3.5  
Includes name on wallets  
w/o names on wallets **\$15**



**E3W**      **\$64**  
 2-8x10  
 4-5x7  
 2-3.5x5  
 12-2.5x3.5  
 16-1.75x2.5  
 1-Portrait CD  
 Includes name on wallets  
 w/o names on wallets **\$59**

**E1W**      **\$55**  
 2-8x10  
 2-5x7  
 2-3.5x5  
 12-2.5x3.5  
 16-1.75x2.5  
 1-Portrait CD  
 Includes name on wallets  
 w/o names on wallets **\$50**

**E**      **\$46**  
**W**  
 2-5x7  
 2-3.5  
 4-2.5x3.5  
 16-1.75x2.5  
 1-Portrait CD  
 Includes name on wallets  
 w/o names on wallets **\$41**

Bonus Items  
 2- 5x7 \$12  
 8- Wallets \$11  
 4- 3x5 \$12  
 1- 8x10 \$15

Color backgrounds \$4  
 Basic retouching \$7

## HIGH SCHOOL SENIOR PORTRAITS - Pricing Includes Commission

### New for 2017:

(Changes highlighted in Price Sheet)

- All Supreme Packages will now also include (1) Social Media Image Download
- Four New Image Collage Print options available
- Signature Wallets now available for purchase via "Extra Wallets" (\$10 Upgrade from regular wallets)
- 16x20 and 11x14 Canvas Wall Portraits now available for purchase via "Build Your Own Package"
- Leatherette Portfolio product no longer available to purchase. The 5 Image Collage print will replace the Leatherette in the Platinum Package

#### Packages:

\*All images ordered will have standard retouching applied at no charge.

\*All Supreme packages will have the name and date on wallets with boutique packaging.\*

\*Additional Images can be added to any package for \$20 per image.\*

#### Platinum Supreme \$545 – Only available in Supreme

Order up to 5 poses

1 16x20 Gallery Wrap

5 8x10

10 5x7

20 3x5's

120 Wallets (5 Sets of 24)

*Additionally:* (1) Social Media Image Download Not for print - Web Use Only

5-Image 11x14 Collage Print

Keepsake Print Box

**Westover Supreme \$384; Westover Standard \$344**

Order up to 4 Poses

1 11x14 Wall Portrait

4 8x10

8 5x7

16 3x5's

96 Wallets (4 sets of 24)

*Additionally:* (1) Social Media Image Download Not for print - Web Use Only (Supreme Only)

Keepsake Print Box (Supreme Only)

**Collegiate Supreme \$310; Collegiate Standard \$265**

Order up to 3 poses

3 8x10

6 5x7

12 3x5

72 wallets (3 sets of 24)

*Additionally:* (1) Social Media Image Download Not for print - Web Use Only (Supreme Only)

Keepsake Print Box (Supreme Only)

**Graduate Supreme \$235; Graduate Standard \$192**

Order up to 2 poses

2 8x10

4 5x7

8 3x5

48 wallets (2 sets of 24)

*Additionally:* (1) Social Media Image Download Not for print - Web Use Only (Supreme Only)

Keepsake Print Box (Supreme Only)

**Varsity Standard \$105 –Only available in Standard**

One pose package

1 8x10

4 5x7

4 3x5

**Extra Portraits- Add to any package at a discounted price!**

16x20 \$95

11x14 \$57

8x10 \$29

2 5x7 \$29

4 3x5 \$29

**Extra Wallets-Added to any package at a discounted price!**

8 Wallets \$18

24 Wallets \$40

48 Wallets \$62.00

96 Super Wallet Special!

4 Sets of 24-One pose per set \$80

**Build your own package***Additionally:* 16x20 Canvas Wall Portrait \$225

*Additionally:* 11x14 Canvas Wall Portrait \$175

6x20 Mounted Wall Portrait \$180

11x14 Mounted Wall Portrait \$97

8x10 \$46

2 5x7 \$46

4 3x5 \$46

8 Wallets \$46

*Additionally:* 8 Signature Wallets \$56

**SENIOR PORTRAIT CD**-All CD's come with copyright release

5 Favorite Images for \$250

10 Favorite Images for \$395

20 Favorite Images for \$595

**Collage Prints – NEW for 2017!**

10x8 (3 images) \$70

11x14 (5 images) \$145

16x20 Vertical (7 images) \$200

20x16 Horizontal (10 images) \$249

*Additionally:* Digital Image – Emailed to customer at Checkout

(1) Un retouched Digital Image \$95

*Additionally:* Additional Retouching - \$49

Retouching option is available for images that require more than just our Standard Retouching. Examples:

- Braces Removal
- Stray Hair Touch ups or Removal
- Tan Line Touch ups or Removal

## HIGH SCHOOL DANCE PROGRAM PHOTOS

2-4x6 and a digital image - \$20 Photobooth option (free strip: \$750) Magic Mirror - \$1,200

## HIGH SCHOOL SPORTS PHOTOS- Pricing Includes Commission

<b>Touchdown - \$22</b>	<b>Home Run- \$20</b>	<b>MVP- \$19</b>	<b>Hall of Fame- \$37</b>	<b>Champion-\$20</b>
1- Photo Mount	1- Photo Mount	1- Photo Mount	1- Sports Mate	1- 8x10 Team
1- 8x10 Team	1- 5x7 Team	1- 5x7 Team	(team and individual)	1- 5x7 Individual
1- 5x7 Individual	1- 5x7 Individual	2- 3x5 Individual	2- 5x7 Individual	4- 2x3 Wallets
4- 2x3 Wallets	4- 2x3 Wallets		8- 2x3 Wallets	

### A La Carte Items-

- F- Sports Mate \$15
- G- 12 Trading Cards \$16
- H- 8x10 Statuette \$42
- I- 2 Bag Tapes \$12
- J- 2 4x5 Image Magnets \$12
- K- 2 Ticket Magnets \$12

- L- Flashlight Keychain \$12
- M- Magazine Cover \$16
- N- 8x10 Individual \$12 O-  
8x10 Team \$13
- P- 2 5x7 Individual \$16 Q-  
1 5x7 Team \$8
- R- 8 Wallers \$12
- S- 2 Dog Tag \$24

## SENIOR GRADUATION PHOTOS – Pricing Includes Commission

### Hi---Res Digital Download Options

- One Hi---Res Image – \$25.00
- Three Hi---Res Images – \$50.00
- Five Hi---Res Images – \$70.00
- Ten Hi---Res Images – \$100.00

### Print Packages

- “Congratulations” Package – \$35.00
  - o (1) 8x10
  - o (2) 5x7s
  - o (8) Die---Cut Wallets
- “Thank You” Package – \$29.00
  - o (24) Die---Cut Wallets
  - o (4) 3.5x5s
- “Memories” Package – \$25.00
  - o (5) 4x5s
- “Achievement” Package – \$15.00
  - o (1) 5x7
  - o (8) Die---Cut Wallets

### Individually Priced Prints

- (1) 8x10 – \$15.00
- (1) 5x7 – \$12.00
- (1) 4x6 – \$12.00
- (8) Die---Cut Wallets – \$15.00

## PANORAMIC SENIOR CLASS PHOTOS – Pricing Includes Commission

### Senior Class Panoramic

- Senior Class Panoramic Print (8x20) -- \$16.00
- Senior Class Panoramic Print Mounted (8x20) -- \$19.00

Attachment B

Department of Materials Management  
MONTGOMERY COUNTY PUBLIC SCHOOLS  
Procurement Unit, Suite 3100  
45 West Gude Drive  
Rockville, Maryland 20850

Request for Proposal # 4347.2, Student Photography Services for  
Montgomery County Public Schools

PRICE SHEET

Company Name: Walsworth Yearbooks

The undersigned hereby submits a RFP response price list to provide all labor, material, equipment, and supervision to complete the services as set forth in RFP 4347.2, Student Photography Services for Montgomery County Public Schools.

*Please see next page for Yearbook information and sample pricing*

Cost of various packages to students/parents \$ \_\_\_\_\_  
(attach additional sheets as necessary)

Commission structure (attach additional sheets as necessary) \$ \_\_\_\_\_

Cost for individual prints \$ \_\_\_\_\_  
Wallet \$ \_\_\_\_\_  
5 x 7 \$ \_\_\_\_\_  
8 x 10, etc. \$ \_\_\_\_\_  
Special features such as panoramic, 3D, etc. \$ \_\_\_\_\_  
Other (attach additional sheets as necessary)

Range of complimentary school offered packages and sitting options \$ \_\_\_\_\_  
(attach additional sheets as necessary)

Pricing structure for special projects \$ \_\_\_\_\_  
(attach additional sheets as necessary)

40

# Yearbook Proposal

Montgomery County Public Schools

## YEARBOOK SPECIFICATIONS

This proposal includes the following: Specifications, Creation Products and Services, Training, Marketing Sales and Support, Technical Service and Support and Pricing.



DISTRICT NAME: Montgomery County Public Schools - Elementary Schools  
TRIM SIZE: Size 8, ALL AMERICAN

FONTS - Walsworth will provide 95 display font families and 50 body copy font families free of charge.

FOUR-COLOR - All pages in your yearbook will be full color, with unlimited use of process colors or 290 specially blended Walsworth Formula Colors on these pages.

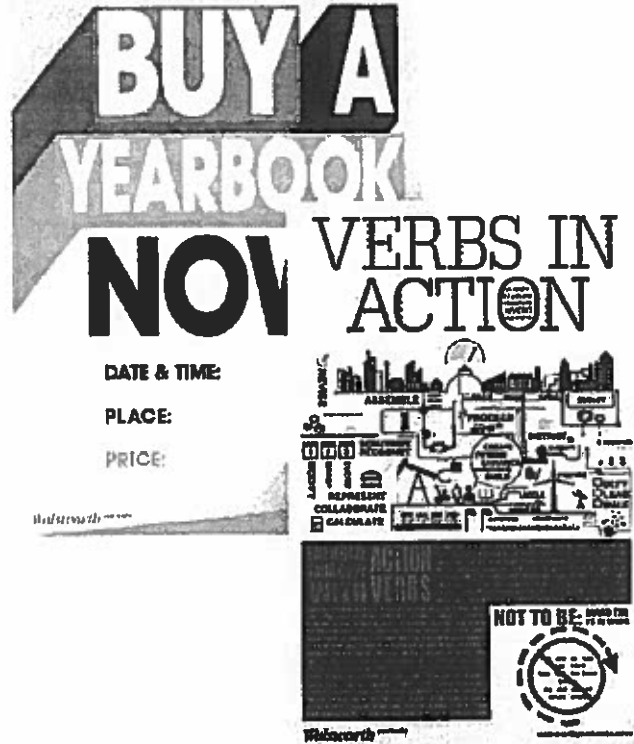
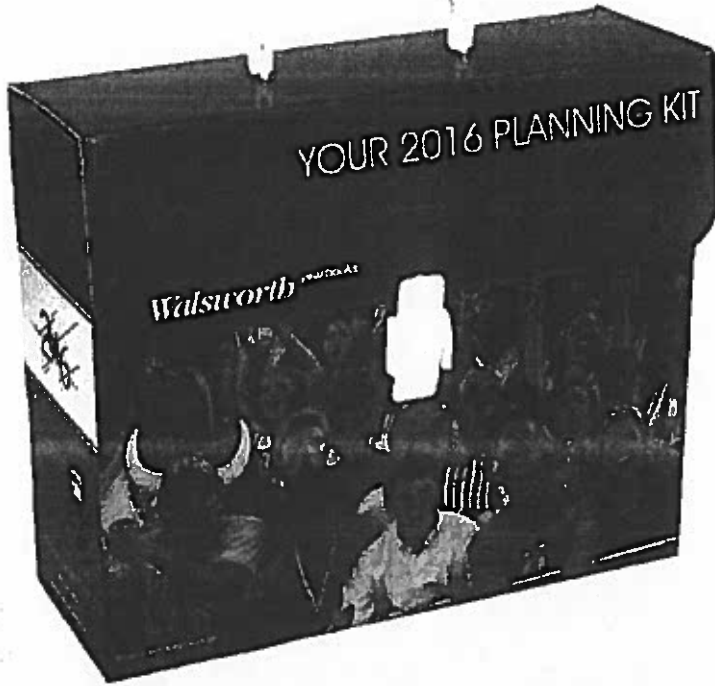
BINDING - All books are Smyth Sewn. Each book will be textbook bound, with pre-stretched nylon binder's thread and an interlocking stitch, before being cased into the cover.

SCHOOL-DESIGNED COVER - Walsworth can help your staffs create their own unique covers. A TPC or school designed hard cover with one applied color, foil stamped, silkscreened/full color cover is available to the high schools and a hard cover, school designed cover with one applied color with foil stamping is available for the middle schools.

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# Yearbook Proposal

Montgomery County Public Schools



**COVER PROOF** - You will receive cover proofs shortly after completion of the cover designs. In the event that four-color covers are selected, a four-color digital proof will be provided.

**DEADLINES** - With Walsworth, deadlines are flexible, providing you with realistic dates you can meet. Deadlines are agreed upon between you and me, your yearbook sales representative. For 2016, West Windsor-Plainsboro School District may have a custom deadline schedule with the first deadline being no earlier than the end of January. The final deadline is based on your choice of ship weeks. Walsworth has the shortest turn-around time in the industry - only 6 weeks.

**THE KIT** - Walsworth will provide you with the necessary materials for the production of your yearbooks at no additional cost. These kits include the tools you will need to plan, market, create and submit your yearbooks.

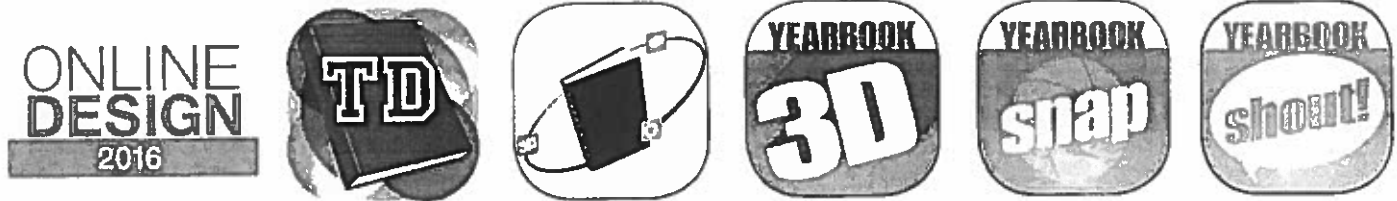
**CLIKART** - Walsworth provides hundreds of pieces of clip art for you to use, in color, grayscale and line art.

# Yearbook Proposal

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## YEARBOOK PRODUCTS AND SERVICES

Technology is supposed to make your life simpler and easier. With Walsworth, it will.



**ONLINE DESIGN 2016** – Our online creation website, updated for 2016, and is all about ease and simplicity. Its intuitive design and hundreds of new enhancements make it easy to know where you are and what to do. No desktop software is required; all you need is an Internet connection.

With Online Design 2016, the unprecedented visibility and class management capabilities keep you and your staff organized and give you visibility to what your staffers are doing. You can also view and update on a tablet. The new photo system makes it easy for your staff to organize photos with topic and student tags. The automatically adjusting layout tool helps you create error-proof portrait pages.

**TOTAL DESIGN FOR ONLINE DESIGN 2016** – If you need a creative boost, use the Total Design packages of templates inspired by award-winning yearbooks. These packages include covers, endsheets, section dividers, spreads for academics, student life and sports, and other graphic elements. Just drag and drop to use. Once a template is applied to a page, you can make changes to create a design all your own.

**SCHOOL STORE** – The school store at [yearbookforever.com](http://yearbookforever.com) is the school store where your yearbooks and ads are sold.

**YEARBOOK 360** – Walsworth’s portfolio of mobile apps enhances the printed yearbook and provides students and parents amazing new ways to share their memories. This portfolio includes Yearbook 3D, Yearbook Shout and Yearbook Snap. The descriptions of these apps are included below. This innovative technology from Walsworth keeps the yearbook tradition strong and makes yearbooks more interactive.

**YEARBOOK 3D** – Yearbook 3D, exclusively from Walsworth, is the only augmented reality mobile app that brings yearbooks to life with 3D animation, video and special effects. Give your students a unique and interactive experience in their printed yearbook. Just download the free Yearbook 3D app from the App Store or Google Play. Open the app on your phone or tablet and launch the viewfinder. Point the viewfinder over a designated Yearbook 3D image to bring the image to life.

**YEARBOOK SNAP** – The free mobile app for Community Upload, students and parents can easily submit photos from school events or other coverage situations to the yearbook. Think garage band, skate park, students at work – all of these photos will be easier to obtain to expand your coverage.

**YEARBOOK SHOUT** – Make signatures interactive to make distribution day even more exciting with Walsworth’s exclusive video signatures, Yearbook Shout. Only our Yearbook Shout mobile app allows students to scan a code unique to each yearbook, and then record personal video messages for their friends. Yearbook Shout helps students remember their friends as they look and act today by leaving and receiving video messages that can be downloaded and kept forever.

**COMMUNITY UPLOAD** – Students, parents and faculty can upload their photos of school events for review by the yearbook staff for possible inclusion in the yearbook. Coverage has the potential to be expanded with a larger choice of images.



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**MOBILE PAYMENT SYSTEM** - Sell yearbooks anywhere using a mobile device, allowing you to quickly and easily accept credit and debit cards, checks or PayPal payments anywhere. We have researched the many mobile payment solutions available, and we recommend PayPal Here™. Easily and safely sell yearbooks on the go - at football games, concerts or other events that parents attend.

**VIRTUAL COVER SESSIONS** - With Walsworth Yearbooks, you can conduct a cover artist session in your classroom via webcast for a face-to-face meeting to discuss your cover. The artist uses a drawing tablet to create and immediately send you a JPG file with the cover. The technology provides an instant proof to review. No waiting for paper files. Decisions about the cover can be made immediately. Folio and other artwork also can be done.

**ETC. SUPPLEMENT PROGRAM** - Walsworth Yearbooks can help you with other printing needs. With Etc. (Extra Topic Coverage), you can get quality supplements at a competitive price with quick turnaround time - as little as two weeks for Online Design and PDF submission customers. Besides creating supplements for additional coverage in the yearbook, they can be used as booklets and commemorative publications, including:

- Literary magazine
- School directory
- PTA newsletter
- School anniversary booklet
- Graduation
- Dedication of a new gym, football stadium or theater program
- Marching band recognition booklet
- Sports teams winning district, regional or state booklet
- Scholar Bowl or robotics teams coverage

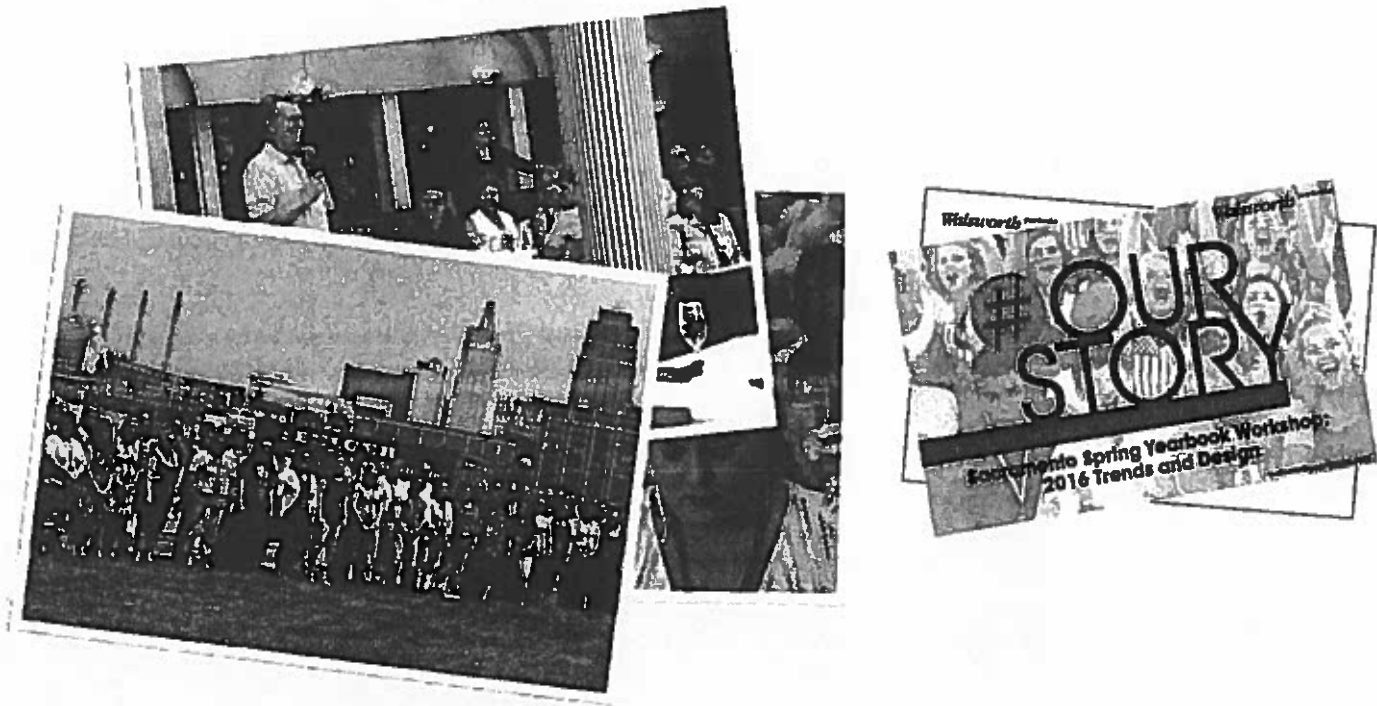
If other groups in your school, from the administration to the PTA and coaches, need publications, have them ask you to contact Walsworth.

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## TRAINING

Our workshops, WeCare, Technology Learning Center online classes, manuals and catalogs are valuable tools that give your staff the information they need to know.



**CLASSROOM** – Once the school year begins, it's crucial to make sure everyone is up to speed. Walsworth will train your staffs on Online Design 2016, and I will make sure that your yearbook staff is prepared when it comes time to submit pages. We will

**SERVICING** – Walsworth's fully trained publishing and service consultants work with customers at a ratio that is the lowest in the industry. Walsworth's customer service representatives consistently receive on average an impressive 97% approval rating from our customers.

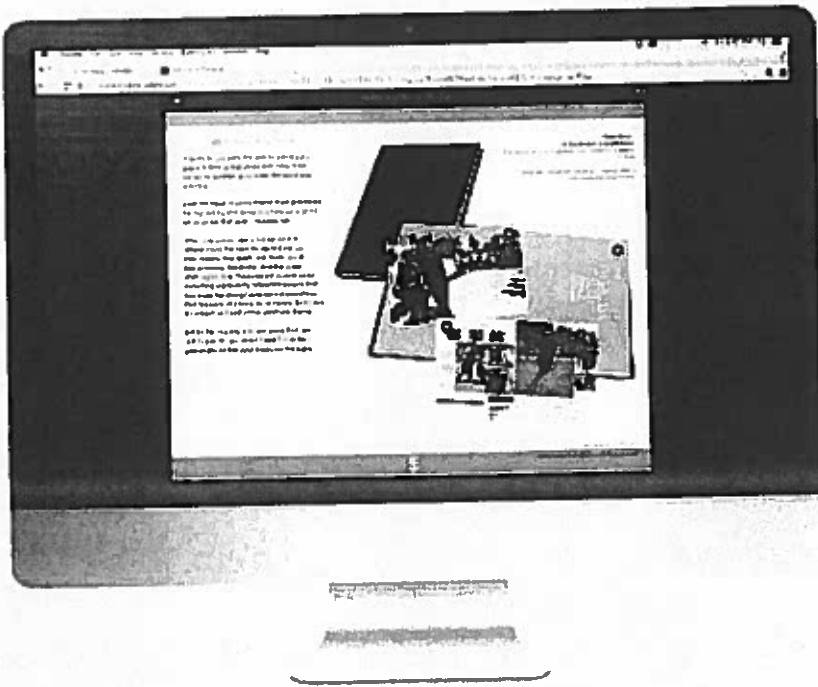
**TECHNOLOGY LEARNING CENTER** – As part of Walsworth's Members Only area on our website, the Technology Learning Center provides live and recorded web-based training classes on a variety of topics, such as Online Design 2016 and InDesign, led by Walsworth's desktop publishing specialists.

**YEARBOOKHELP.COM** – This is Walsworth's dedicated help website that contains the information and answers about every yearbook topic, making it easy for advisors and staffs to understand why a task is done and how to do it.

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**YEARBOOK SUITE** – We help you engage your students with collaborative learning activities using Walsworth's Common Core-aligned curriculum, Yearbook Suite. Student workbooks for the 11 units are at the core of this curriculum. Each workbook, written by an expert in that topic, contains short lessons that go straight into activities to get students thinking and creating. They are available as printed workbooks, an app and an online version. An accompanying Adviser Edition includes additional instruction tips and the list of Common Core State Standards met. Use Yearbook Suite to get your staff producing their yearbook faster.

**POSSIBILITIES** – Our Possibilities idea book helps inspire your staffs with more than 600 examples from more than 170 of the finest yearbooks created by Walsworth schools. A theme section contains synopses for how those staffs developed their theme. Peruse great covers, a multitude of spreads that showcase great design for all sections and ideas for the structure of a yearbook. Possibilities also demonstrates many of Walsworth's printing capabilities so you can see them first-hand.

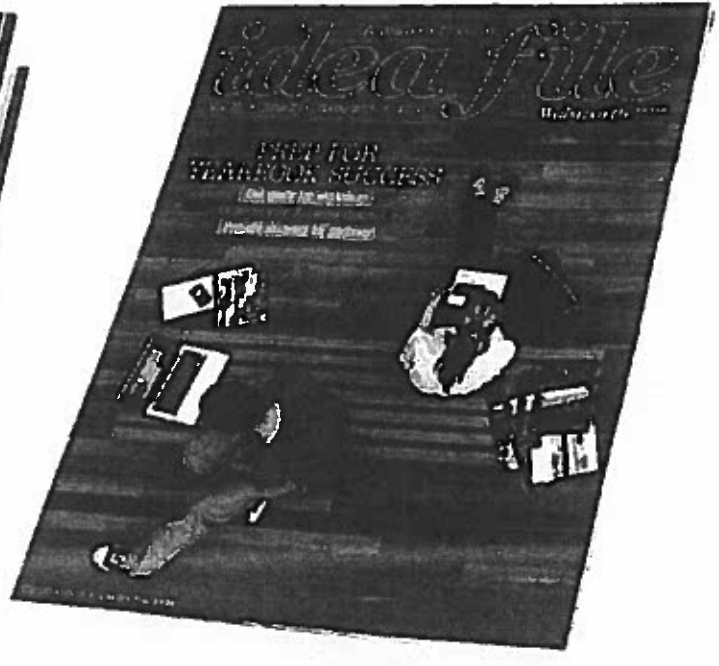
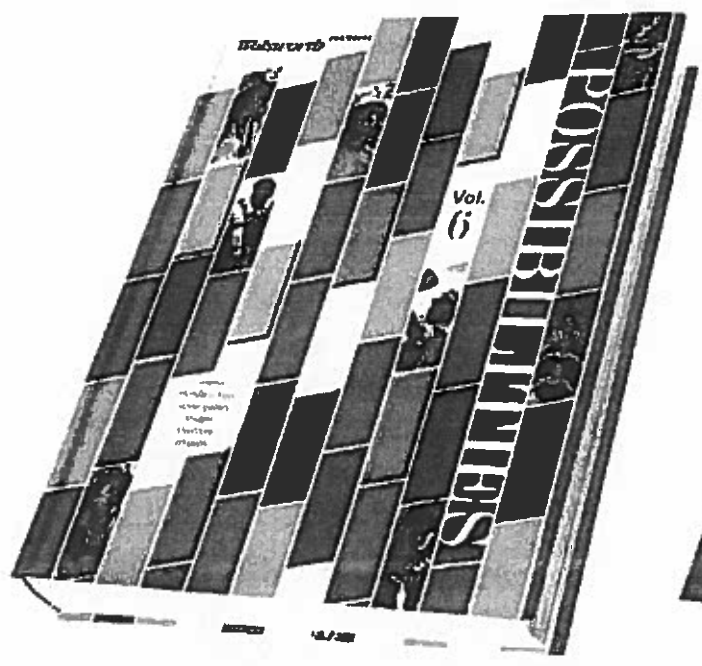


**IDEA FILE EXTRA** – The app version of Idea File magazine contains the magazine content with additional video, audio and more, so advisers can have access to the magazine anywhere.

**NEW ADVISER PRIMER** – New advisers need guidance. This online primer helps advisers begin the year right, with information on helping them define their role, organize and train their staff, and the first tasks for producing the yearbook. Links in the Primer provide more information on these topics and tasks, plus assists in wrapping up the year and beginning the next.

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**DISTRIBUTION PRIMER** – The Distribution Primer breaks down everything advisers need to know, in great detail, to be ready for yearbook distribution. Topics include book storage, buyers lists, advertising distribution and the distribution event, with a checklist to keep everyone organized.

**SHOWCASE ONLINE** – The Showcase area of [walsworthyearbooks.com](http://walsworthyearbooks.com) contains idea generators in four categories – Cover Gallery, with images of covers and descriptions of materials used; Theme Gallery, with images and descriptions of theme development throughout a book; President's Collection, with images and descriptions of national award-winning yearbooks published by Walsworth; and Caught Our Eye, with images and descriptions of interesting ideas for covers, themes, coverage, photography, design and more.

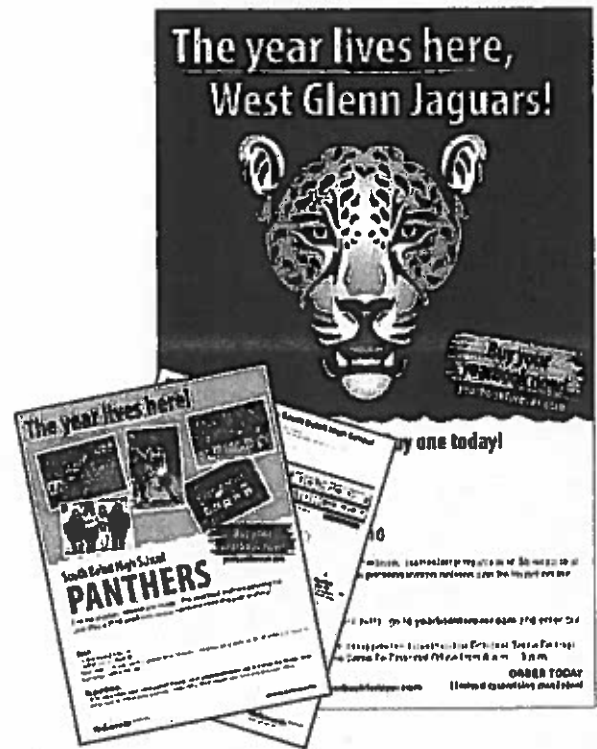
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# Yearbook Proposal

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## MARKETING AND SALES SUPPORT

Walsworth knows it is not only important to have the right tools to create an awesome yearbook, but you also need tools to market to your customers so you can sell. Here are some of the ways Walsworth supports your sales efforts.



**ONLINE YEARBOOK SALES** - This program lets you sell your yearbooks where parents are - online. Parents, grandparents and faculty - and anyone else who wants to buy - can go online anytime to order and pay for a yearbook and options like namestamping. Buyers can pay by credit card, debit card or PayPal. The burden of handling money is eliminated. Sales tracking reports simplify record keeping and yearbook distribution. Options purchased online are bundled together by buyer for easy distribution with the yearbook.

**CUSTOMIZED MARKETING** - You can get personalized, professionally designed marketing items such as posters, postcards, fliers and more without all the work. Look at all of the items available in the Customized School Marketing catalog and Marketing Help online. Decide which items to use, then submit your sales info and photos when you order online.

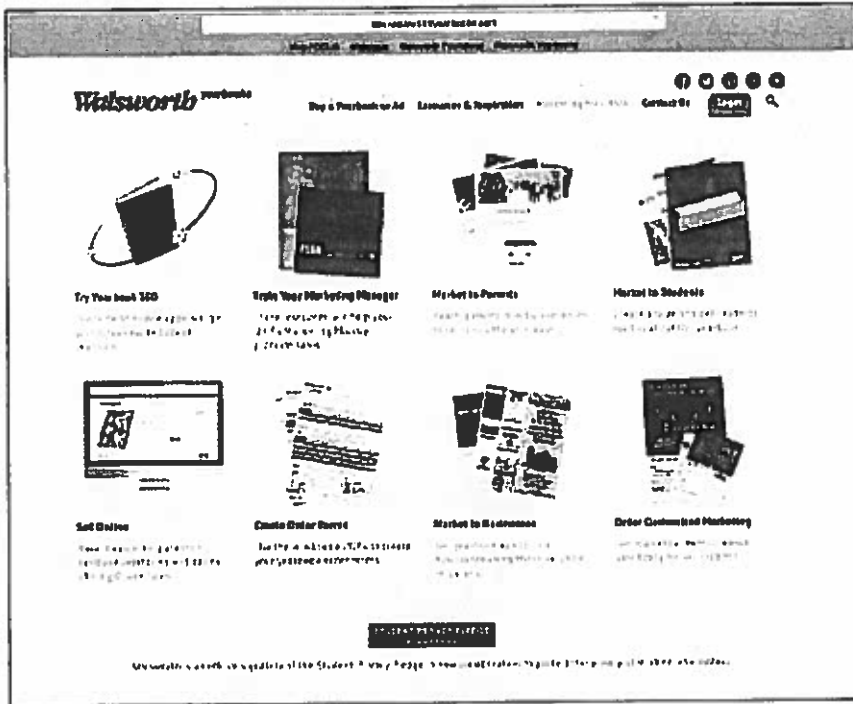
**SCHOOL WEBSITE BANNERS** - Walsworth has professionally designed web banners available for you to use on your school website that link directly to your Online Sales at yearbookforever.com. The banners are free and easy to post. They are a great way to reach parents, who already go to the school website for information. In fact, our market research shows that most yearbook buyers reached yearbookforever.com via a web banner on their school's website home page.

**AUTOMATED EMAIL MARKETING** - Set it and watch your emails do the selling! Just set up your Online Sales, import a student body list with parent email addresses and turn on Automated Email Marketing. We'll automatically send out emails to your non-buyers based on the dates and pricing included in your Online Sales. Then, watch your sales start adding up!

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**GUERRILLA MARKETING** – Guerrilla marketing is a term for marketing your items in a unique way. Walsworth has lots of guerrilla marketing templates available to you online and also has items such as yard signs available. We share our schools' most successful tactics online in our Blog at [walsworthyearbooks.com](http://walsworthyearbooks.com).

**DO-IT-YOURSELF MARKETING** – Our Do-it-yourself Marketing items let you start your campaign quickly and effectively, without reinventing the wheel. Use the generic sale posters around school. Templates for emails, letters, certificates, order forms, All-call scripts, locker stuffers and a student survey are ready for you to personalize and use to sell your yearbook.

**MARKETING TO LATINO PARENTS** – Market your yearbook to your Spanish-speaking parents using our bilingual parent flier, email and more.

**MARKETING HELP** – Think all these marketing tools sound great? Marketing Help is the go-to place online to get marketing tools and explanations of how to use them. You can reach this section of our website from your Members Only home page, or go directly to [walsworthyearbooks.com/marketing](http://walsworthyearbooks.com/marketing). Bookmark this page – you will come here often!

**PEP PROGRAM- PARENT EMAIL CAMPAIGN**

Have Walsworth work on your behalf to get your books sold. We will send emails with a link to your store to parents to assist them in purchasing books and/or ads.

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## SAMPLE PRICING

All American Program Soft Cover Size 8

300 Copies 48 pages at \$4,886 or \$16.29/book

400 Copies 56 pages at \$7,047 or \$17.62/book

500 Copies 64 pages at \$9,171 or \$18.34/book

Included in all yearbook contracts:

Custom designed or Walsworth designed cover

Online design program

Online sales website

Local Yearbook Rep support at school

Training on program