McGreevy
PROLAB
& ProPress

Professional Quality Photo Lab & Press Printing Services

518-426-1039

Large Format Photo Prints (page 1 of 2)

Printed on Epson Ultra Premium Luster Photo Paper with a thick 10 mil RC base (weight = 260gsm), this paper has the look and feel of a traditional matte photo paper but with the added advantage of 12-color pigment ink printing technology.

With a recent equipment upgrade, our Chromira printer has been replaced; now our Large Format Photo Prints are printed on the same printer as our Fine Art Giclee and Canvas prints. This upgrade provides a significant advantages in regards to increased color fidelity, print longevity, and consistency across media types. A wider color gamut, richer saturation, deeper blacks, more brilliant whites, outstanding definition and detail make these prints truly stunning.

Our advanced color management system ensures that each media type is individually profiled for it's unique surface characteristics, ink absorption rate and true color response. The result is highly accurate, consistent color balance. Our printer utilizes a 12-color pigment ink technology that has remarkable archival permanence ratings in excess of 150 years. In addition, it incorporates a clear Chroma Optimizer top coat which smooths the ink surface and enhances the colors.

The quality of the final print is greatly effected by the source and preparation of the digital file. Many factors come into play, especially when printing large. File type, size, resolution, profiling, and color management are just the beginning. Our skilled technicians are well versed in all aspects of file management and will work hard to ensure your image prints to the very best of it's potential. If your original is film or flat art, high quality scanning is essential. We have a full line of professional scanning equipment and can advise you of the best method to suit your needs. The price of scanning is <u>not</u> included in the print price.

> **We offer two levels of printing ("Custom" & "Print Ready").**
> **For a complete description of each, see the following page.**

	Custom
11x14	22.00
12x18	30.00
16x20	41.00
16x24	47.00
20x24	56.00
20x30	66.00
24x30	75.00
24x36	84.00
30x40	112.00
30x45	127.00
36x48	152.00
40x60	193.00
40x60+	11.60 / sq. ft.

Discounts	
Print Ready	-20%
Multi-Quantity same image / same size	
2+	-20%
5+	-25%
10+	-30%
Discounts can not be combined	

Turn-around: 2 Days

24hr. Rush +50%
6-8hr. Rush +100%

- Purchase a Digital Download of the corrected images - $8.00
- Gang - print two images on one piece of paper (saves money on panoramics) - add $15.00 - includes trimming
- For display and framing, we recommend mounting prints to GatorFoam - See "Mounting & Laminating"

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Large Format Photo Prints (page 2 of 2)

Two levels of printing:

Print Ready - Exercise total creative control and save money. This service is designed for those who have a working knowledge of Photoshop and operate in a color calibrated environment. **"Print Ready" image files should be ready to run without preview.**

> **"Print Ready" Criteria**
> - Files must be flattened, uncompressed, RGB, JPEG or Tiff.
> - Files must not have alpha channels.
> - Files must be embedded with Srgb, Adobe 1998, or ProPhoto RGB profile.
> - Files must be sized in inches to desired print size.
> - Files must include borders (if desired).
> - Files must be 8 bits color per channel.
> - Files should be cleaned at 100% pixel size and color corrected.
> - Files will be printed "as is" as provided by the customer.

Custom - The majority of our customers use this category. All aspects of file management as described above in "Print Ready" are attended to by our technicians. Images are corrected for accurate color, density, contrast, and saturation. Burning, dodging and localized adjustments are performed to achieve the best image quality. Special sizing, cropping, and borders are all done to your exact specifications. For important work it is advised that the customer purchase a Digital Download of the final image for safe keeping.

Volume Square Footage Discounts - "Print Ready" Orders Only
This pricing is <u>not</u> available for "Custom" orders.

Entire Order Square feet	12+	24+	36+	48+	60+	72+	84+
Luster	10.78	9.40	8.99	8.58	8.17	7.76	8.08
Add $3.00 per print for trimming or receive uncut in a roll to trim yourself.							

- Files must be prepared by customer according to the criteria listed above in "Print Ready".