



PRODUCT CATALOG

ISSUE: 2007-2008

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CLEVELAND, TN 37312
423.339.2632
www.piercedigital.com

Welcome

Welcome to Pierce Digital! We offer the industry-leading quality your portraits deserve...along with the personalized service you're looking for. Our desire is for you to feel like family...not just a customer. If you need prints on time...competitively priced...with excellent quality...we're clearly your solution.

We're Fast. We're Reliable. We're Obsessed with Quality. We're Clearly the Solution! We take your artwork seriously, like you! With over 65 years of experience we know how important your artwork is, and making sure that beauty is captured on print is our art.

We like to think we're changing the printing industry. Why? Because no one enjoys feeling like they're just another customer. When you partner with us we'll make you feel like family. We'll make sure you'll get it on time and redi to go. And who knows, you might even save a buck or two.

Statement of Missions

Pierce Digital supports various missions and organizations dedicated to improving children's lives and living conditions. Having been blessed with nine healthy children, and thirteen healthy grandchildren, our hearts are tender toward those less fortunate. Each year, a percentage of gross sales are donated to organizations, such as:

- Smokey Mountain Children's Home
- Children's Bible Hour
- Pediatric Brain Tumor Foundation.

With each order, YOU are helping children! Thank you for partnering with us.

Services

Redi...Set...Go! We want to make life easier for you! We designed three services from which to choose:



We make it easy for you to customize your order...just the way you want it!
Another reason why Pierce Digital is Clearly the Solution!

Terms & Conditions

Business Hours

Pierce Digital is open Monday through Friday, 8:00 a.m. till 5:00 p.m. EST.
All major holidays are observed.

Service Times

Most orders are completed in one or two days. For same day service, images must be finished uploading by Noon, Eastern Standard Time. Every effort is made to promptly complete your order. Peak season or equipment malfunctions may, however, cause unexpected delays.

Credit Card

Master Card and Visa Cards, both debit and credit, are accepted. Charges will be made at time of shipping.

Minimum Order

A minimum dollar amount is NOT required. Redi-Pak Service, however, does require a 25-image minimum.

Shipping

Orders are shipped using DHL or UPS, depending upon the studio's location. The amount charged is determined by estimates provided by these services based on a packages weight and size.

Drop Shipments

Drop Ship orders will be assessed a \$5.00 Handling Fee plus shipping charges.

File Specifications

- JPEG or TIFF files only.
- 250 dpi.
- Image names must be LESS THAN 30 characters (spaces included).
- Image names cannot contain these characters:
/ \ : * . ? " < > ~ # ' [or]
- Data files must be in MicroSoft Excel .csv format.
- Data file MUST MATCH image order.
- All file prep, spotting, retouching, etc. is assumed done prior to submission unless otherwise stated.

Cropping Cautions

Please use caution in placing either small borders or the subject close to image edges. All digital photographic printers are mechanical and require "spillover" to give borderless prints without lines; consequently, you may not receive all you see in the image.

Redi-Proof

Redi-Proof Service

- Weddings
- Portraits
- Seniors
- Schools

• Images may be submitted by:

- CD
- FTP
- LAB PRINTS

• ONE SIZE per order

• Copyright and file name on back (except Wallets)

- "PROOF" overlay available
- Front sidewriter available



g CD
g FTP
q LAB PRINTS

1-2 Days Service Time

Size	Studio Controlled Color	Lab Controlled Color
*Wallet	\$.19	\$.39
3.5x5	\$.19	\$.39
4x5	\$.19	\$.39
4x6	\$.19	\$.39
5x5	\$.25	\$.50
5x7	\$.50	\$.75
2-Up Wallet Proof Same image on both ... - One for yearbook - One for proof with sidewriter	\$.25	\$.50
Proof Books/Covers		
8x10 - 4-Up or 9-Up	\$ 1.50	\$ 2.00
10x13 - 6-Up or 12-Up	\$ 2.50	\$ 3.00
Additional Services	Price	
Attach Proof to Envelope	\$.05/each	



Redi-Print

Redi-Print Service

- Wedding
- Portraits
- Seniors
- Studio-Controlled
 - Color
 - Density
 - Cropping
 - Layouts
- Images are NOT INSPECTED prior to printing
- Orders returned "Cut & Stack" in poly bags
- Submitting images by:
 - **CD or FTP**
 - Images must be:
 - sized
 - cropped
 - saved in sRGB color space
 - Place images in FOLDERS named by PRINT SIZE
 - One print size per folder
 - One print per image will be Made
 - **LAB PRINTS**
 - Select Redi-Print Service
 - Select Studio-Controlled

Redi-Print Plus Service

- Select Lab-Controlled Color
- Adds one (1) day to Service Time

NOTE: Composites or Album Pages needing color correction will be charged Redi-Print price per page plus \$.25/image for color correction.



g CD
g FTP
q LAB PRINTS

1-2 Days Service Time

Redi-Print Service

Unit Size	Redi-Print	Redi-Print Plus
	Studio-Controlled Color	Lab-Controlled Color
3x5	\$.25	\$.50
4x5	\$.25	\$.50
4x6	\$.25	\$.50
4X8	\$.50	\$.85
4x10	\$.60	\$ 1.05
5x5	\$.40	\$.75
5x7	\$.55	\$ 1.00
5x10	\$.80	\$ 1.45
7x10	\$.95	\$ 1.75
8x8	\$.95	\$ 1.75
8x10	\$.95	\$ 1.75
8x12	\$ 2.00	\$ 2.75
10x10	\$ 2.00	\$ 2.75
10x13	\$ 2.50	\$ 3.50
10x20	\$ 6.50	\$ 7.95
11x14	\$ 3.00	\$ 4.00
11x17	\$ 3.75	\$ 5.00
16x20	\$12.95	\$15.95
20x20	\$16.95	\$19.95
20x24	\$19.95	\$23.95
20x30	\$24.95	\$29.95
Unit	Additional Service	Price
Wallets	Die - Cut	\$.25 / sheet
Any	Add Name & Year	\$.50/ print size

Mounting - Texture - Spray

Size	Smooth Mount-Board	Styrene .08	Canvas Panel	Stand-Out Panel	Magnetic Mount	Texture - Canvas - Linen	Lustre Spray
8x10	\$ 2.35	--	\$ 7.00	--	\$ 2.35	\$.50	\$.80
8x10 Oval	\$ 3.00	--	--	--	\$ 2.35	\$.50	\$.80
10x13	\$ 3.50	--	\$ 9.00	--	--	\$.75	\$ 1.54
11x14	\$ 4.50	--	\$10.00	S --	--	\$.75	\$ 1.54
16x20	\$ 6.50	\$ 10.95	\$13.00	\$ 23.95	--	\$ 1.00	\$ 3.20
20x24	\$ 7.75	\$ 15.95	\$19.50	\$ 35.95	--	\$ 1.00	\$ 4.80
20x30	--	\$ 19.95	--	\$ 47.95	--	--	\$ 6.00

Redi-Pak

Redi-Pak Service

- School Underclass
- Proms
- Sports
- Fundraisers
- Daycares
- Families
- Events

- Images will receive a GENERAL color correction
 - Individual color correction is available –Add 1 Day to Service Time
- MINIMUM of twenty-five (25) IMAGES per order
- Pre-defined packages in units
- MINIMUM of one and one-half (1-1/2) UNITS per image
- Images must be saved in sRGB color space
- Orders packed “Cut & Stack” unless otherwise specified
- Bagging available – Add 1 day
- Submitting images by:

- CD or FTP

- Images must be:
 - size
 - cropped
- Place images in FOLDERS named by PACKAGE CONTENT
- One package per image will be made
- Maximum of three (3) folders per Order

- LAB PRINTS

- Select Redi-Pak Service



g CD
g FTP
q LAB PRI NTS

1-2 Days Service Time

Redi-Pak Service

Unit Size	Redi-Pak
Half-Unit	\$.50
8x10 Unit	\$.89
10x13	\$ 2.00
11x14	\$ 3.00
16x20	\$12.95
Additional Services Add 1 Day	Redi-Pak Plus
Color Correction	\$.25/ image
Data Entry if necessary	\$.15/ image
Inserts - Customer Provided	\$.02/each
White Bags 8x10	\$.05/each
White Bags 11x14	\$.10/each
Window Bags	\$.15/each
Events submitted with Run Sheets or Proofs	\$.35/ image



Speciality Services

Calendars

- Families
- Gifts
- Schools
- Sports

Calendars	Unit Size	Price
Calendar	4x8	\$ 1.00
Calendar - Magnetic	4x8	\$ 2.25
Calendar	4x10	\$ 1.25
Calendar - Magnetic	4x10	\$ 2.50
Calendar	8x10	\$ 2.00
Calendar - Magnetic	8x10	\$ 4.35

Christmas Cards

- English
- Spanish

Christmas Cards	Price
3.5x7	\$.50
4x8	\$.50
5x7	\$.65

Magnetic Products

- Families
- Sports
- Students

Magnetic Products	Unit Size	Price
Magnetic Photos (Die-Cut Round Corners) <small>Print price included</small>	6-Up Sheet Two 3-1/2 x 5 & Four Wallets	\$ 5.35
Magnetic Wallets (Die-Cut Square Corners) <small>Print price included</small>	8-Up Sheet	\$ 5.35
Magnetic Mounting <small>Add print price</small>	8x10	\$ 2.35

Trader Cards & Student Cards

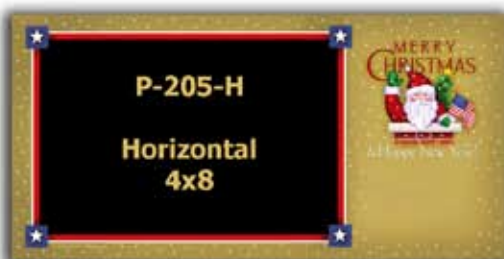
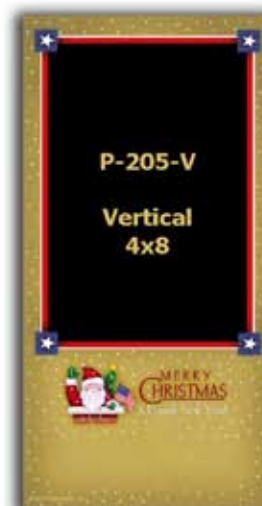
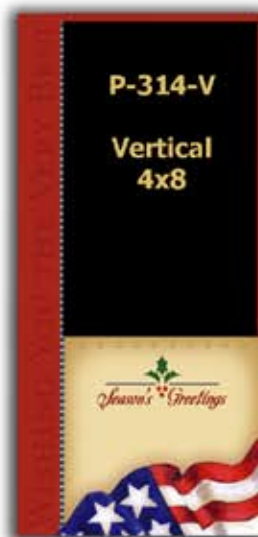
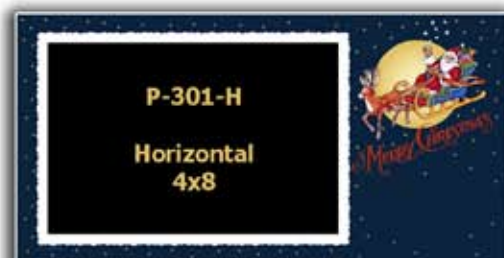
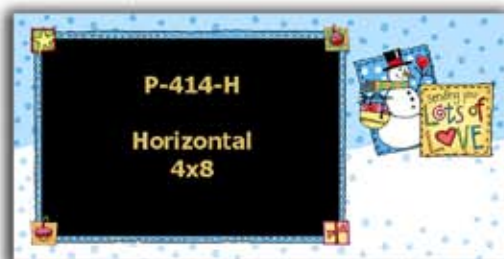
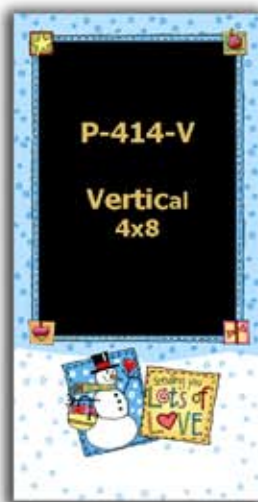
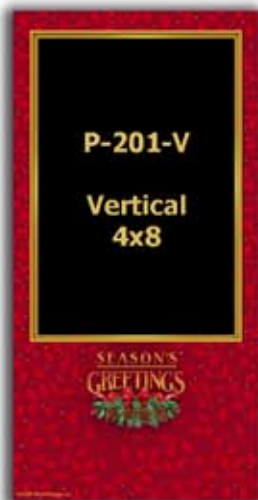
- Die-Cut Buttons

Trader/Student Cards	Unit Size	Price
Trader & Student Cards <small>Laminated</small>	8-Up Sheet Single-sided	\$ 4.00
Trader Cards— Studio Template <small>Laminated</small>	8-Up Sheet Double-sided	\$ 4.50
Trader Cards— Lab Template <small>Laminated</small>	8-Up Sheet Double-sided	\$ 5.50
Magnetic Trader Cards	8-Up Sheet	\$ 5.35
Buttons - 3" Round <small>Includes print</small>		\$ 1.60

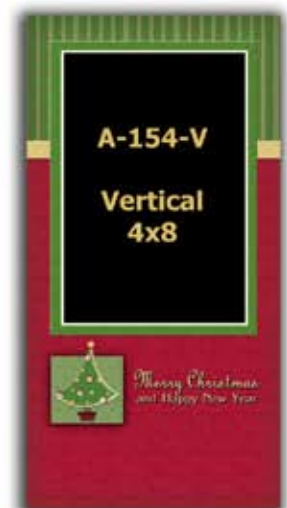
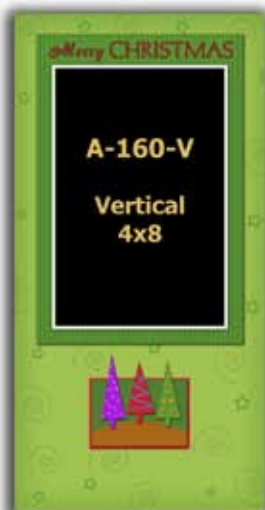
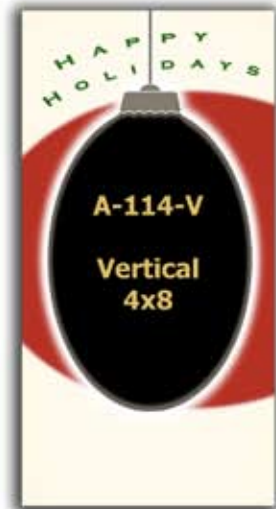
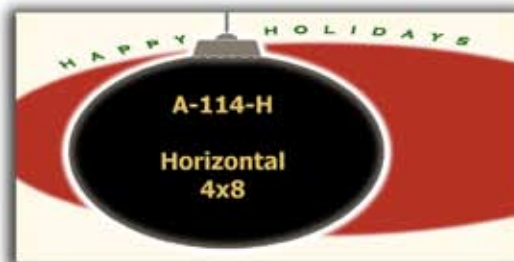
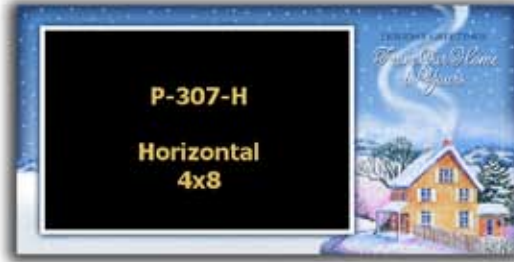
Mounting - Texture - Spray

Size	Smooth Mount-Board	Styrene .08	Canvas Panel	Stand-Out Panel	Magnetic Mount	Texture - Canvas - Linen	Lustre Spray
8x10	\$ 2.35	--	\$ 7.00	--	\$ 2.35	\$.50	\$.80
8x10 Oval	\$ 3.00	--	--	--	\$ 2.35	\$.50	\$.80
10x13	\$ 3.50	--	\$ 9.00	--	--	\$.75	\$ 1.54
11x14	\$ 4.50	--	\$10.00	--	--	\$.75	\$ 1.54
16x20	\$ 6.50	\$ 10.95	\$13.00	\$ 23.95	--	\$ 1.00	\$ 3.20
20x24	\$ 7.75	\$ 15.95	\$19.50	\$ 35.95	--	\$ 1.00	\$ 4.80
20x30	--	\$ 19.95	--	\$ 47.95	--	--	\$ 6.00

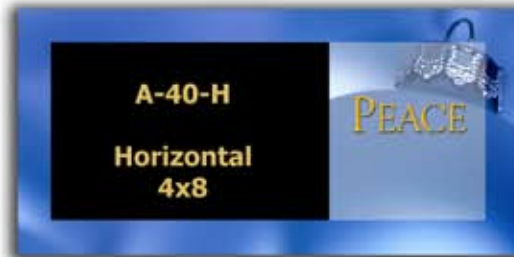
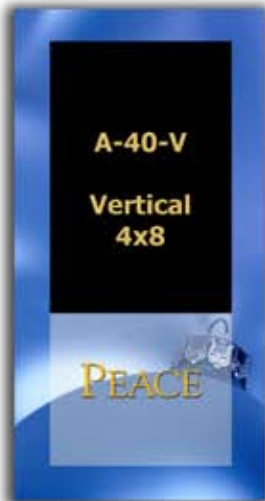
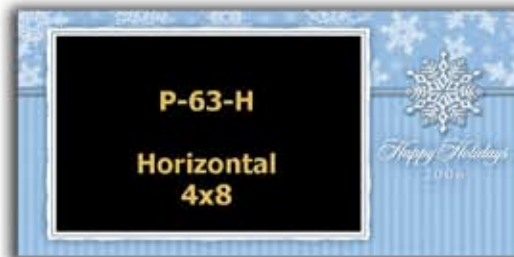
Christmas Cards 4x8



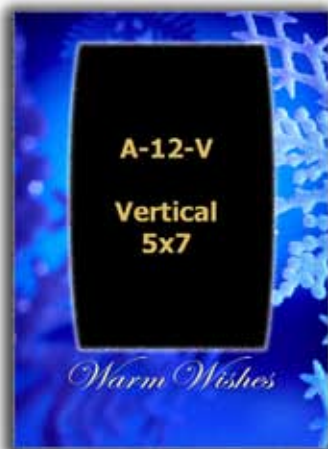
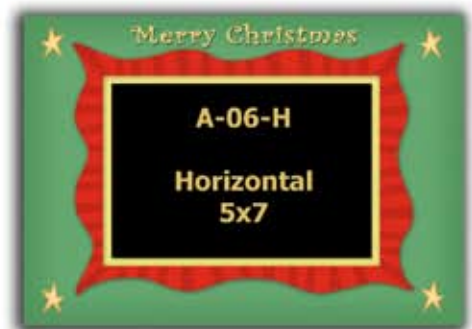
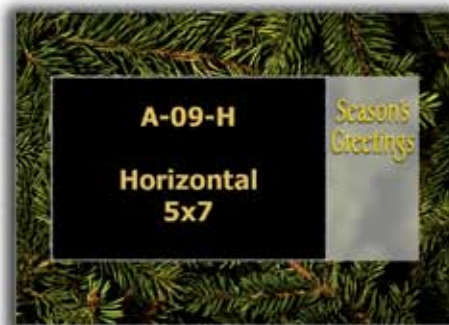
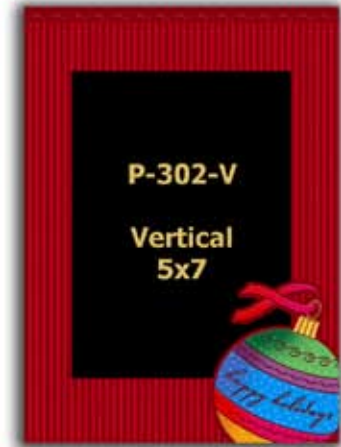
Christmas Cards 4X8



Christmas Cards 4x8



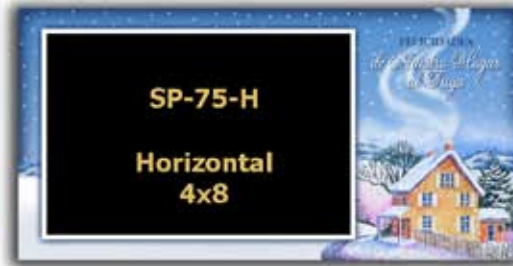
Christmas Cards 5X7



Christmas Cards 4X8 Spanish

pierce
digital

Clearly The Solution.



Christmas Calendars

