



*Firsttake Photography*

# NEW PRICE LIST '2011

## **+ COMPETITIVE**

- Price reduction from 40% to over 50%
- A real Firsttake book starting from £96
- Extraordinary discount on primary book copies
- Free lamination on metal paper, dust jacket and soft cover
- 50% quantity discount on pocket book orders

## **+ EXTENSIVE**

- Primary books start at 10x13
- All books start at 10 pages

## **+ FLEXIBLE**

- 26 book sizes that allow 68 different combinations
- Lamination available for all paper options
- New Covers! Featuring new materials and new manufacturing
- 20x30 Parent book now available, at the same price, also in photographic paper
- 10x13 and 15x20 Parent books now available, at the same price, also in textured paper

## **+ EASY**

- Simple, easy to read pricing
- New simplified order form available for immediate download

## **= SMART**

- The original wedding book, lower the price, raise the quality and the innovation.

*Firsttake is pleased to introduce you the new price list 2011, with lots of plus inside.*


*The great benefits of our previous promotions have been translated here and enhanced with new amazing opportunities.*

*Effective Oct 01, 2010 the new price list and order form will offer you more flexibility in the number of pages and book sizes, offering you the broadest selection in the industry.*

# PRINT & BIND BOOKS




Continuous page binding

## SMOOTH OR TEXTURED PAPER

			10 pages	20 pages	30 pages	40 pages	50 pages	60 pages	70 pages	80 pages	90 pages	100 pages
<b>10x13</b> <small>(Price includes 4 copies with dust jacket cover)</small>	<b>10x10</b>	<b>13x10</b>	£ 98	£ 128	£ 158	£ 188	£ 218	£ 248	£ 278	£ 308	£ 338	£ 368
<b>15x20</b> <small>(Price includes 2 copies with dust jacket cover)</small>	<b>15x15</b>	<b>20x15</b>	£ 98	£ 128	£ 158	£ 188	£ 218	£ 248	£ 278	£ 308	£ 338	£ 368
<b>20x30</b> <small>(Price includes 1 copy with dust jacket cover)</small>	<b>20x20</b>	<b>30x20</b>	£ 98	£ 128	£ 158	£ 188	£ 218	£ 248	£ 278	£ 308	£ 338	£ 368
<b>25x35</b>	<b>25x25</b>	<b>35x25</b>	£ 200	£ 240	£ 280	£ 320	£ 360	£ 400	£ 440	£ 480	£ 520	£ 560
<b>30x40</b>	<b>30x30</b>	<b>40x30</b>	£ 252	£ 304	£ 356	£ 408	£ 460	£ 512	£ 564	£ 616	£ 668	£ 720




20x30 family book can feature different cover options than dust jacket, see "covers" table next page.

## PHOTOGRAPHIC PAPER

			10 pages	20 pages	30 pages	40 pages	50 pages	60 pages	70 pages	80 pages	90 pages	100 pages
<b>20x30</b> <small>(Price includes 1 copy with dust jacket cover)</small>	<b>20x20</b>	<b>30x20</b>	£ 196	£ 256	£ 316	£ 376	£ 436	£ 496	£ 556	£ 616	£ 676	£ 736
<b>25x35</b>	<b>25x25</b>	<b>35x25</b>	£ 200	£ 240	£ 280	£ 320	£ 360	£ 400	£ 440	£ 480	£ 520	£ 560
<b>30x40</b>	<b>30x30</b>	<b>40x30</b>	£ 252	£ 304	£ 356	£ 408	£ 460	£ 512	£ 564	£ 616	£ 668	£ 720
<b>35x45</b>	<b>35x35</b>	<b>45x35</b>	£ 304	£ 368	£ 432	£ 496	£ 560	£ 624	£ 688	£ 752	£ 816	£ 880
<b>40x50</b>	<b>40x40</b>		£ 328	£ 396	£ 464	£ 532	£ 600	£ 668	£ 736	£ 804	£ 872	£ 940

20x30 family book can feature different cover options than dust jacket, see "covers" table next page.

## METALLIC PAPER (LAMINATION IS DEFAULT)




			10 pages	20 pages	30 pages	40 pages	50 pages	60 pages	70 pages	80 pages	90 pages	100 pages
<b>20x30</b> <small>(Price includes 1 copy with dust jacket cover)</small>	<b>20x20</b>	<b>30x20</b>	£ 118	£ 154	£ 190	£ 226	£ 262	£ 298	£ 334	£ 370	£ 406	£ 442
<b>25x35</b>	<b>25x25</b>	<b>35x25</b>	£ 240	£ 288	£ 336	£ 384	£ 432	£ 480	£ 528	£ 576	£ 624	£ 672
<b>30x40</b>	<b>30x30</b>	<b>40x30</b>	£ 302	£ 364	£ 428	£ 490	£ 552	£ 614	£ 676	£ 740	£ 802	£ 864
<b>35x45</b>	<b>35x35</b>	<b>45x35</b>	£ 364	£ 442	£ 518	£ 596	£ 672	£ 748	£ 826	£ 902	£ 980	£ 1056
<b>40x50</b>	<b>40x40</b>		£ 394	£ 476	£ 556	£ 638	£ 720	£ 802	£ 884	£ 964	£ 1046	£ 1128

20x30 family book can feature different cover options than dust jacket, see "covers" table next page.

## BOOK OPTIONS

<b>Lamination</b>	add 20% to the book price (except for Metallic paper, which is laminated as default)
<b>Full service design</b>	add £ 3.80 each page (includes: design, color correction, first PDF preview)
<b>Extra images</b>	add £ 90p each (each image over the # of pages is considered "extra image")
<b>PDF revision up to ten changes</b>	add £ 70.00
<b>Print &amp; Bind color correction</b>	add £ 70.00
<b>Book copies</b>	N/A
<b>Custom sample book</b>	N/A
<b>CD of layout</b>	£ 20 (screen resolution)




## COVERS

			- Metal - Transparent - Silk - Leatherette	- Varnished - Leather - Die cut leatherette	- Cowhide - Crystal Glance	- Die cut leather
20x30	20x20	30x20	£ 60	£ 80	£ 90	£ 100
25x35	25x25	35x25	£ 60	£ 80	£ 90	£ 100
30x40	30x30	40x30	£ 72	£ 100	£ 120	£ 155
35x45	35x35	45x35	£ 90	£ 120	£ 145	£ 180
40x50	40x40		£ 90	£ 120	£ 145	£ 180

## OPTIONS

**Names debossed** add £ 20 to cover cost (available on leatherette, leather and cowhide)

## Suitcases and Sleeves

			Suitcase	Leatherette sleeve	Cowhide sleeve
25x35	25x25	35x25*	£ 45	£ 55	£ 90
30x40	30x30	40x30*	£ 45	£ 55	£ 90
35x45*	35x35	45x35*	£ 55	£ 70	£ 120
40x50*	40x40		£ 55	£ 70	£ 120

\* Sleeves not available for these sizes.

**FREE  
EXTRA!**

**4 FREE  
10x13 guest book**  
(perfect binding) included in  
all orders over £ 700



**1 FREE 32x46 calendar  
with 7 amazing pages**

included with each primary book order;  
extra copies £ 13 each



**Shipping cost included** for all orders over £ 240  
(for orders below £240 add £ 15)

No VAT is payable if you are registered. Non VAT registered add 20% Italian VAT.

# Parent Book Copies

(primary book must be ordered first)

<b>10x13, 10x10, 13x10</b> Smooth or textured paper	<b>15x20, 15x15, 20x15</b> Smooth or textured paper	<b>20x30, 20x20, 30x20</b> Smooth, textured or photographic paper
Sets of 4 copies  	Sets of 2 copies  	Set of 1 copies  

Continuous page binding - Dust jacket cover included

COPIES	SET	10 pages	20 pages	30 pages	40 pages	50 pages	60 pages	70 pages	80 pages	90 pages	100 pages
<b>4</b>	<b>10x13, 10x10, 13x10</b>	£ 68	£ 90	£ 110	£ 132	£ 152	£ 174	£ 194	£ 216	£ 236	£ 258
<b>2</b>	<b>15x20, 15x15, 20x15</b>	£ 68	£ 90	£ 110	£ 132	£ 152	£ 174	£ 194	£ 216	£ 236	£ 258
<b>1</b>	<b>20x30, 20x20, 30x20</b>	£ 68	£ 90	£ 110	£ 132	£ 152	£ 174	£ 194	£ 216	£ 236	£ 258

other parent book options are also available please contact us for more details

### LAYOUT CHART

The following chart will determine how many images to submit based on which layout is selected. Either select the # of pages or the # of images (indicated under layout style) to prepare your order.

**Note:** We ask for an image per page for Director and Panorama because these layouts incorporate two page panorama layouts merged with pages with multiple images.

**Hint:** To see the effects offered in each layout go to the layout section on Firsttake's website, or if you're an active customer, go to your secured area on our website.

#PAGES	Director	Studio	Design	Reportage	Panorama
	NUMBER OF IMAGES (RECOMMENDED)				
<b>10</b>	10	15	13	15-25	10
<b>20</b>	20	25	26	30-40	20
<b>30</b>	30	35	39	45-55	30
<b>40</b>	40	45	55	60-70	40
<b>50</b>	50	55	65	75-85	50
<b>60</b>	60	65	80	90-105	60
<b>70</b>	70	75	90	105-120	70
<b>80</b>	80	90	105	120-135	80
<b>90</b>	90	100	120	135-155	90
<b>100</b>	100	110	130	155-170	100
Recommended Images	Most Horizontal & Square Images	Most Vertical	Most Horizontal, Vertical & Square Images	Most Horizontal, Vertical & Square Images	Most Vertical

# Firsttake Photography

Ashcroft  
35 Upper Washer Lane  
Halifax, West Yorkshire  
HX2 7DR

[www.firsttake.co.uk](http://www.firsttake.co.uk)  
[info@firsttake.co.uk](mailto:info@firsttake.co.uk)

## Studio and Office Hours

Monday-Friday 9am till 6pm

Saturday Mobile Only

Telephone: 01422 385619

Mobile: 07940 170352

# Firsttake Wedding Book Order form

ver. 1.5/08/UK

## Step 1 Customer details

All information must be accurate and written in capital letters

(month) (day) (year)

Studio name Firsttake Photography. Wedding date .....  
(first name only)







Studio owner Jonathan Moorhouse Bride name .....  
(first name only)

Phone # 01422 385619 Groom name .....

PHOTOGRAPHER PERSONALIZATION Use: logo  studio name  Print: inside album  on the cover  No personalization

## Step 2 Paper, size & pages

Primary books feature continuous page binding system

Smooth paper <input type="radio"/> Textured paper <input type="radio"/>			Page Qty ..... Approx <input type="radio"/> Exact <input type="radio"/> Page thickness: Thin (SBS) <input type="radio"/> Thick <input type="radio"/> <small>(thick page available from 20X30 &amp; up)</small>	Photographic paper <input type="radio"/> Metallic paper <input type="radio"/>		
						
10x13 <input type="radio"/>	10x10 <input type="radio"/>	13x10 <input type="radio"/>	20x30 <input type="radio"/>	20x20 <input type="radio"/>	30x20 <input type="radio"/>	
15x20 <input type="radio"/>	15x15 <input type="radio"/>	20x15 <input type="radio"/>	25x35 <input type="radio"/>	25x25 <input type="radio"/>	35x25 <input type="radio"/>	
20x30 <input type="radio"/>	20x20 <input type="radio"/>	30x20 <input type="radio"/>	30x40 <input type="radio"/>	30x30 <input type="radio"/>	40x30 <input type="radio"/>	
25x35 <input type="radio"/>	25x25 <input type="radio"/>	35x25 <input type="radio"/>	35x45 <input type="radio"/>	35x35 <input type="radio"/>	45x35 <input type="radio"/>	
30x40 <input type="radio"/>	30x30 <input type="radio"/>	40x30 <input type="radio"/>	40x50 <input type="radio"/>	40x40 <input type="radio"/>	- -	

Lamination   
(is default on metallic paper)

Primary book Qty .....  
if book copies have different options complete another form

## Step 3 Layout

See layout chart on back page to determine how many images are recommended for each layout

Print & Bind (layout provided by photographer)  Files sent by: CD/DVD  FTP  Files Qty .....

layout: Director  Design  Reportage  Panorama  Studio

Image Qty ..... To be chosen by Firsttake   
Use all the images sent  Text: None  Firsttake stock text  Provided by photographer (digital text file)

## Step 4 Cover

For special requests please refer to our technical office

Code .....	Material .....	Cover image:	
Color & Finish (metal cover only): Gold <input type="radio"/> Silver <input type="radio"/> Satin <input type="radio"/> Polish <input type="radio"/>		<input type="radio"/> Digital file design by Photographer	<input type="radio"/> Cover design by Firsttake <input type="radio"/> Use image # ..... <input type="radio"/> Image chosen by Firsttake
Debossing (classic cover only): Names <input type="checkbox"/> Date <input type="checkbox"/>			

## Step 5 Slipcase

Check availability for sizes

Free white box  Briefcase  Qty ..... Color .....

Sleeve  Qty ..... Color ..... Leatherette  Cowhide

## Step 6 Parent & Pocket books

Parent books feature the continuous page binding, Pocket books are perfect bound

Parent books, dust jacket cover				Pocket books, soft cover				30x40 Calendar:
Size	Paper	Multiples of	Tot. Qty	Size	Paper	Multiples of	Tot. Qty	Qty ..... <small>(first copy free)</small>
10x13, 10x10, 13x10	smooth <input type="radio"/> textured <input type="radio"/>	4	.....	4x6, 4x4, 6x4	smooth	30	.....	Year ..... <small>(wedding date is default)</small>
15x20, 15x15, 20x15	smooth <input type="radio"/> textured <input type="radio"/>	2	.....	6x9, 6x6, 9x6	smooth	15	.....	
20x30, 20x20, 30x20	smooth <input type="radio"/> textured <input type="radio"/> photographic <input type="radio"/>	1	.....	10x13, 10x10, 13x10	smooth	8	.....	

## Step 7 Payment details

Please verify your data and sign the form

COD  Bank Transfer  Mastercard  Visa  # ..... Exp. date ..... / ..... Security code .....

Signature (required) ..... Date ..... / ..... / .....

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20	20	25	26	30-40	20
30	30	35	39	45-55	30
40	40	45	55	60-70	40
50	50	55	65	75-85	50
60	60	65	80	90-105	60
70	70	75	90	105-120	70
80	80	90	105	120-135	80
90	90	100	120	135-155	90
100	100	110	130	155-170	100
Recommended Images	Most Horizontal & Square Images	Most Vertical	Most Horizontal, Vertical & Square Images	Most Horizontal, Vertical & Square Images	Most Vertical

**Notes:** .....

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