

STUDIED WITH ANSEL ADAMS IN YOSEMITE IN 1972  
PULITZER PRIZE IN PHOTOJOURNALISM NOMINEE IN 1976  
STAFF PHOTOGRAPHER AT THE CAPITAL TIMES IN MADISON, WI 1969-77  
CLIENTS: NATIONAL GEOGRAPHIC, NEW YORK TIMES, US, TIME, MANY OTHERS  
WON NUMEROUS AWARDS. IMAGING DIGITALLY, EXCLUSIVELY, FOR 10+ YEARS.  
MEMBER OF ASMP, PPA, NPPA, WPPI, WPPA, NAPP



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WWW.FRITZ-PHOTOGRAPHY.COM 608/222-5299 BRUCE@FRITZ-PHOTOGRAPHY.COM

Dear Wedding Couple,

Congratulations on your commitment to each other!

The photographic preservation of your wedding is an important part of your family's history. If you commission my services, I will create a quality heirloom for you. I will record your wedding with sensitivity and artistry, creating a documentary picture story. We will arrange consultations to discuss your wishes for this momentous day; which will go by all too quickly. We will plan the logistics and scheduling so that I can deliver the treasured images you desire, and deserve. My priority for your wedding is to respectfully, and unobtrusively, capture unique, real moments; the excitement, the tears, the joy, and the romance you share on your special day. We will also have fun in the process. I will accompany you anywhere you'd like to go. If you wish, I will also create formal portraits of you, your wedding party, and families. These formal portraits are the only photos that I pose during the entire day. The other images are real-life moments captured as your day progresses. I photograph with passion, working creatively with natural light, when possible. My keen vision, sharpened by 40 years of professional experience, coupled with my instinctive sense of timing and composition, allow me to anticipate and respond quickly. I capture images other photographers may miss, or never see. I have more equipment than most photographers in the country; using a wide array of cameras, lenses, and lighting equipment. When photographing I switch between camera bodies with unique lenses attached. I can respond more quickly because I don't change lenses on different bodies. My system also gives me multiple backup cameras. I am now capturing everything with 5 Nikon professional digital cameras. My current Nikkor lenses range from a 14mm f/2.8 (110° ultra-wide angle) continuously to a 600mm f/4, long & fast telephoto (35mm equivalent). Each lens provides a different perspective and coverage. I can photograph you from behind your guests, at most sites, and still frame you from the waist up during the ceremony, without a flash. I capture everything in color RAW format only (the very best quality). Later, in post-production, I edit color, and density, in every image before converting them to JPGs for your final DVDs, albums, proof book, and the internet. I also convert every image to black & white.

I will happily travel to any destination. My equipment is always packed in airline-safe cases, ready to leave at a moment's notice.

ALL collections include:

Free Engagement portrait session with 2-5"x7"s (or an 8"x10") and DVD with High Resolution JPGs.

Free Four different DVD sets: All have the filename (with the actual date & time) displayed under the photos to facilitate your editing.

\*\*\*DVDs with Highest Resolution JPGs (digital "negatives") of all edited images in categories of the day.

DVDs with Low Resolution JPGs of all edited images in categories of the day in both color and B&W.

DVDs, with menus, for TV or PCs that display all of your images on a TV set, with a DVD player.

\*\*\*Free set for you, and a free set for each set of parents (\$100.00/each value)

DVD with Slide Shows (for PCs only-not MACs).

You have the usage-right to make reprints from any of the images on the DVDs for your, personal, non-commercial, use.

I retain the copyright to all images and, with your permission, to use them in my promotions and advertising.

Free Online image gallery (password-protected) on my web site of the edited wedding photos for family & friends to view or order.

Free 8"x10" giclée print of the wedding party for everyone in the formal wedding party (a \$35.00/each value).

Free 12"x18" giclée print from an image of your choice (a \$100.00 value).

\$2,000.00 Silver Collection includes 5 hours of coverage.

\$3,000.00 Gold Collection includes 8 hours of coverage.

\$4,000.00 Platinum Collection includes 12 hours of coverage. Additional coverage at \$200.00/hour.

À la carte additions:

Second photographer additional \$200.00.

Rehearsal & dinner coverage additional \$500.00.

13"x11" hard cover, bound, printed Proof Books of all edited images additional \$250.00/each.

Storybook Album 12"x12" leather cover, bound, custom designed with 30 pages (15 spreads) additional \$1,500.00.

Storybook Album 10"x10" leather cover, bound, custom designed with 30 pages (15 spreads) additional \$1,250.00.

Parent's Storybooks 8"x8" leather cover, bound, duplicates of your Storybook with 30 pages (15 spreads) additional \$500.00/ea.

Additional Storybook pages are \$50.00 each (\$100.00/spread) in larger albums or \$25.00/ea (\$50.00/spread) in Parent's Books.

All Storybook albums are photographically printed for the very best quality-NOT press printed-which contain a halftone pattern.

Storybooks are custom designed, with PDF proofs for you to approve before final production. Other sizes & styles are available.

Archival Giclée Reprints: A variety of papers, canvas, & finishes available up to 44" wide by any length. Images can be color or B&W.

On our standard lustre paper, 4"x6"s-\$20.00/ea, 5"x7"s-\$25.00/ea, 8"x10"s-\$35.00/ea, 8"x12"-\$40.00/ea

11"x14"s-\$75.00/ea, 12"x18"s-\$100.00/ea, 16"x24"s-\$200.00/ea, 20"x30"s-\$250.00/ea, 24"x36"s-\$300.00/ea

For weddings out of the Madison area, mileage is at \$.50/mile. Additional travel expenses may include airfare, car rental, hotels, & per diem. An additional \$750.00/day fee for travel may also apply. These expenses would all be discussed and agreed upon ahead of time. Shipping costs for deliveries to you are additional.

A retainer of \$1,000.00 is required to secure the wedding date. An additional \$1,000.00 is due within two weeks of the wedding. The balance is due when the images are uploaded to the web and you receive your DVDs. All collections are subject to Wisconsin Sales Tax.

Please call if you have any questions, or if you would like to set up an appointment to discuss your wedding.

I would be honored to preserve your wedding day!

I look forward to the opportunity of serving you.



Bruce Fritz

JUNE 15, 2011-2012 PRICING