

McGreevy

PROLAB

Professional Quality Photo Lab & Press Printing Services

& ProPress

518-426-1039

Giclée Printing - Fine Art Paper & Canvas (page 1 of 3)

About Our Service: Here at McGreevy ProLab & ProPress we have invested a tremendous amount of expertise and resources into building a truly top notch Giclée printing department. The quality of our Giclée will rival any you could find throughout the country. We use only the finest quality archival artist grade paper and canvas. Our advanced high fidelity 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 that is repeatable across all media types. Our Giclée printer utilizes a 12-color pigment ink technology that has remarkable archival permanence ratings in excess of 150 years. The wide color gamut, rich saturation, deep blacks, definition and detail make these prints truly stunning.

Original Art Reproductions: Reproduce your artwork and photography as limited editions that will truly impress even the most demanding art collectors. Accurately reproducing an original work of art is an intricate process that demands the patience of a skilled technician and a keen eye for color. They say it's all in the preparation, and that couldn't be more true. Far and away the most critical steps of this process begin with highly accurate "Digital Capture" and then "Color Match Approval Printing".

Digital Capture (copy photography) - We use the BetterLight Large Format Digital Capture System which is capable of creating absolutely breathtaking images up to a enormous 309Mb file size. With absolute corner to corner sharpness, BetterLight's pure RGB pixel data captures billions of colors with outstanding detail and clarity. Hands down this is the worlds finest method for capturing original art. Our standard turn-around for this phase of the project is three working days. The cost of our BetterLight Digital Capture is based on the file size needed to make the final print at 250 ppi (see " BetterLight Digital Capture" for pricing).

Color Match Approval Printing - Our BetterLight Digital Capture is truly phenomenal, but the image is far from being ready to print directly out of the camera. Photoshop adjustments must be made for exact size, cropping, contrast, luminosity, color saturation, and a host of other considerations. Finally when the image on the monitor represents a close match to the artwork, we make a series of small crop test prints and compare our results to the original. This process often requires several rounds of additional adjustments and test printing until everything begins to fall into place. The final approval prints we provide to the artist will include an 8x10 of the full artwork. This approval print allows the artist to inspect the color, density and detail of an image as well as suggest any changes required before a full size print is made.

| Square Inches (of final full size print) | Color Match Approval Printing |
|---|----------------------------------|
| 35 to 475 (5x7 & up) | \$35.00 |
| 476 to 1150 (20x24 & up) | \$45.00 |
| 1151+ (30x40 & up) | \$55.00 |
| Includes an 8x10 print and CD Burn (\$30 Value!) | |
| Price based on the image dimensions of a final (full size) print. i.e.: 24x36 = 864 sq." (\$45.00) | |

- Approval prints are mandatory for all artwork reproductions.

Turn-around:*Does not include "Digital Capture".***Normal: 2 Days***24hr. Rush +50%**6-8hr. Rush +100%*

Note: Although we can get very close to the general look and feel of the original, exact matching of artwork is unattainable and unrealistic. A fine art Giclée print is a unique entity, in an alternate medium from the original, and should be evaluated as such. We offer this friendly cautionary advice for those perfectionists who seek an exact replica of their original creation.

Prices are subject to change.

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Fine Art Paper Giclée Printing (page 2 of 3)

| Cost Per Square Inch | |
|----------------------|-------------|
| Square Inches | Custom 1'st |
| 80-110 | \$ 0.25 |
| 111-150 | \$ 0.22 |
| 151-200 | \$ 0.19 |
| 201-250 | \$ 0.18 |
| 251-310 | \$ 0.15 |
| 311-475 | \$ 0.14 |
| 476-595 | \$ 0.13 |
| 596-1150 | \$ 0.11 |
| 1151-1700 | \$ 0.10 |
| 1701-2100 | \$ 0.09 |
| 2101+ | \$ 0.08 |

- **Square Inch Pricing** - Price is determined by the total square inches of the printed image. This way you only pay for the exact size you need.
i.e.: 20x20 image = 400 sq." 400 x .14 = \$56.
- **CD Burn** - Purchase a CD of the corrected files for \$7.50. If you paid for *Color Match Approval Printing* the CD burn is free.
- **Maximum Width** - 44" is our widest print. There are no limitations on length.
- **Panoramic** - Any image with more than 1:2 ratio that is longer than 44", will be charged for the entire width of the roll needed to make the print (either 24" or 44").
- **In-House Archiving** - We automatically archive all Giclée final print files for convenient re-ordering, but we want to be clear that these files are not stored indefinitely and we are not responsible for the safekeeping of customers files.
- **Re-Orders** - In the process of making your Custom 1'st print, we essentially create a file that is "Print Ready". All subsequent reprints from this file will qualify for the lower "Print Ready/Re-Order" price, provided there are no changes.

Turn-around:

Does not include "Digital Capture"
or "Color Match Approval Printing".

Normal: 48 hrs

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

**1" Free
Border Included!**

| Discounts | |
|---|------|
| Re-Orders & Print Ready | -15% |
| Quantity Discounts same image / same size | |
| 2+ | -15% |
| 5+ | -25% |
| 10+ | -35% |
| Volume Discounts mix & match sizes | |
| 10+ | -10% |
| 20+ | -20% |
| 30+ | -30% |
| Discounts can not be combined. | |

Square Inch Pricing Calculated for Common Sizes
All Fine Art Paper choices are the same price—Includes 1" Free Border

| | Custom 1'st | Print Ready & Re-Orders 1'st | 2+ | 5+ | 10+ |
|-------|-------------|------------------------------|--------|--------|--------|
| 8x10 | 20.00 | 17.00 | 17.00 | 15.00 | 13.00 |
| 8x12 | 24.00 | 20.40 | 20.40 | 18.00 | 15.60 |
| 11x14 | 29.26 | 24.87 | 24.87 | 21.95 | 19.02 |
| 12x18 | 38.88 | 33.05 | 33.05 | 29.16 | 25.27 |
| 16x20 | 44.80 | 38.08 | 38.08 | 33.60 | 29.12 |
| 16x24 | 53.76 | 45.70 | 45.70 | 40.32 | 34.94 |
| 20x24 | 62.40 | 53.04 | 53.04 | 46.80 | 40.56 |
| 20x30 | 66.00 | 56.10 | 56.10 | 49.50 | 42.90 |
| 24x30 | 79.20 | 67.32 | 67.32 | 59.40 | 51.48 |
| 24x36 | 95.04 | 80.78 | 80.78 | 71.28 | 61.78 |
| 30x40 | 120.00 | 102.00 | 102.00 | 90.00 | 78.00 |
| 36x48 | 155.52 | 132.19 | 132.19 | 116.64 | 101.09 |
| 36x60 | 172.80 | 146.88 | 146.88 | 129.60 | 112.32 |
| 40x60 | 192.00 | 163.20 | 163.20 | 144.00 | 124.80 |

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Fine Art Paper Giclée Printing (page 3 of 3)**Fine Art Paper Choices:** *(All paper types are the same print price)*

Somerset Velvet: Since the 1700's, Somerset has been made in England by St. Cythberts Paper Mill. This 100% mould-made cotton rag paper has a softly textured surface with the look and feel of a traditional watercolor paper. The base color is considered "radiant" white, which delivers vivid color reproduction and exceptional contrast. The D-max (black) is not as deep as with the German Etching or UltraSmooth, but the soft beautiful look of images on Somerset Velvet make it one of our most requested papers. Acid free. Weight = 255gms.

Hahnemühle German Etching: Founded in 1584, Hahnemühle is Germany's oldest and most prestigious paper mill. German Etching is mould-made from 100% Alpha Cellulose (a very pure form of wood pulp with the same properties as cotton rag). This paper has a magnificent coarse texture and a "natural white" base color. With outstanding D-max (black), exceptional contrast, and vivid color reproduction. Acid free. Weight = 310gms

UltraSmooth Fine Art Paper: This 100% cotton hot press rag paper has an extremely smooth surface for incredible detail, outstanding D-max (black), exceptional contrast and vivid color reproduction. The base color is "natural white" with a slight cream color. This paper is not only acid free, but it is also lignin and chlorine free, with a calcium carbonate pH buffer for superior archival properties. Weight = 250gms.

*Samples available upon request***Two levels of Giclée 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.**

Giclée "Print Ready" Criteria

- Files must be flattened, 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.
- Real time interpolation and media output profile are provided at time of printing.

Custom - 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.

Note: Artists who are reproducing paintings and drawings will require **Digital Capture** of the original art as well as **Color Match Approval Printing**. Please see those sections for pricing and turn-around times.

*Prices are subject to change.*376 Broadway, Albany, NY 12207 www.mcgreevyprolab.com Mon. - Thurs. (8:30 to 5:30), Fri. (8:30 to 5:00)