



Evasuik Custom Design

1130 Ulmus Dr. Loveland, CO 80538

evasuikcd@aol.com ~ (303)847-6035

Evasuikcustomdesign.com

<https://spaces.hightail.com/uplink/evasuikcd>



Cover

1. Contents

2. Fees & Services

- a) Photo shoots (Local)
- b) Ring side shoots (local)
- c) Photo shoots (Travel)
- d) Photo shoot Premium location
- e) Reserved Ring Side shoots
- f) Retouching fee
- g) Logo Design fee
- h) Rush fee
- i) Dog Name Logo fee
- j) Digital fee
- k) Stock Background Photo fee
- l) Changes

3. Ad Design

- a) What I need from you
- b) How best to send your digital photos

4. Ad Design continued

- a) How long it takes to do an ad
- b) How much it costs
- c) Dog name logos flat fee explained
- d) Once the ad is done
- e) Handler ads

5.Examples of Handler ads

6.Ring Side Form

7.Credit Card Form

Photo Shoots

Photo shoots (Local).....\$175 Session Fee*
(Includes first hour, \$175 per hour prorated after first hour. Local is within 50 miles of my office)

Ring side shoots (Local).....No Session Fee
(Contact me for local ring side availability, with the expectation to buy photos).

Photo shoots (Travel on location more than 50 miles from office)\$250 Session Fee*
(includes first hour, \$250 per hour prorated after first hour)

Photo Shoot Premium Location.....\$300 Session fee*
(\$300 per hour prorated after first hour, prepaid session fee to guarantee reservation for location shoots including Westminster, AKC National Championship in FL, Palm Springs, Louisville, Scottsdale, & Portland)

Reserved Ring Side shoots.....\$300 per dog* Pre-Paid
(Locations: Westminster, AKC National Championship in FL, Palm Springs, Portland, Louisville & Scottsdale, prepaid to guarantee reservation)

*Included with your session fee:

5 free digital files - sent to any email address. Request by email, write evasuikcd@aol.com and include image numbers from the bottom of each photo and instructions as to return email address. Please send requests no later than two weeks after date of shoot. After 30 days, the offer of free digital files will be void. Included small retouching may include removing lead, handler hand or foot at no charge.

If photo shoot includes a dog, and you don't have an assistant to help with baiting the dog, one will be provided for you at the cost of \$25/hour. (24-hour notice before the shoot would be helpful to ensure assistant is available).

Retouching:

Retouch.....\$50 an hour per photo

(Please note: Retouching may include removal of leads, collars, signs, trash, crowds, handler's facial blemishes, and small imperfections (fingerprints, etc.) in a dog's coat. No other retouches will be done to a dog's image. **No tail-set, top line or artificial coloration adjustments will be made.**)

Logo Design

Custom logo design for Dogs, Clubs, Businesses, or Kennel names.....\$50 an hour

Logos for Dog name for ads.....\$50 Flat fee

(see explanation on page 4 under Logos for Dogs)



Ad Design

Ad Design\$50 an hour per page
Rush fee.....\$50 Please
note: (A rush fee for ad's contracted less than three days from magazine due date will be applied).
Dog Name Logo Design..... \$ 50 (flat fee)
ECD Digital Photo not from an ECD photo shoot.....\$35-50 each
Stock Background Photo.....\$25 each
Changes.....no charge for first draft, hourly charges will apply for anything else

AD's ~ What I need to start:

Please send the following to me in an email. I will cut and paste from your email. Do not format, just put each thing I ask for in its own line and **DOUBLE CHECK SPELLING!**

The dog's call name The full registered name of your dog with all titles
The handler(s) The owner(s) The breeder(s)

I will keep this on file, so if you ever have any changes let me know, in an email please. Please spell out the dogs full registered name with new titles. **NOTE:** If it is not a AKC official title, most magazines will not allow acronyms (BIS, BISS etc.) You will need to spell them out. Again, **PLEASE DOUBLE CHECK SPELLING!**

Sending your photos for ads: Do not put it in an email. If you can scan your photos, scan them at 600 DPI. I know the scanner will fight you on doing it that high, but it will make the photos look a whole lot better. You can use my drop box to send it, it will be bigger than the regular email. Email programs will convert the photo, so it will go fast. They are not usable in an ad when converted. If possible, change the file name to the **judge's name**, that would be a big help. If that isn't possible, please include the judges name in the information line. If you don't have a scanner or you don't want to mess with it, have the win shot photographer send it to me direct. Tell them we are under deadline for an ad.

Dropbox: <https://spaces.hightail.com/uplink/evasuikcd>

Email: evasuikcd@aol.com

How long it takes to do an ad: Once I've started an ad, it depends on how much type setting & photo shop I do and how many pages. I will format text, that I can later move from ad to future ad, making the process faster. I have a que that depends on the deadlines for each ad.

The cost: The first ad may be more than the following ad's because we will develop a logo, an identifier for your dog. I do charge for use of Stock background photos. So, an average first ad could be anywhere from \$100-175ish. Second ad could be as little as \$50. I also charge a separate fee for Photoshop. Retouching photos - taking out unwanted things like leads, crowds, and ugly backgrounds. It can be fast or take forever.

Logos for Dogs, to use for an ad I am doing I charge a flat fee for logos because it becomes part of the design process and is covered by that same hourly rate. I charge by the hour for logo design without an ad.

Once the ad is done: I will send you a proof and we will make changes at that time. I will then send you a final for approval, once I have your okay, I will send it in for you to the magazine. I will be the contact for any problems and can address them for you. I will send you the conformation once I get it from the magazine. You will need to contact the magazine to give them your payment information. I will post it on FB after the last deadline goes by and I have received the confirmation from the magazine all's well. I will tag you at that time. I put one ad up a day to give it full coverage. Lots of judges and friends will see the ad. I will invoice you once I am done with that months ads.

Magazine Deadlines: You can check with the magazine of your choice as to their deadline. Most will extend their deadlines for Ad designers sending in prepared ad.

Handler section ads:

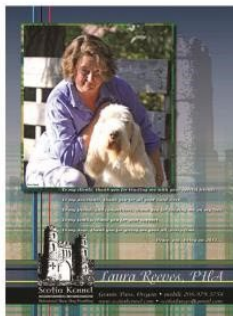
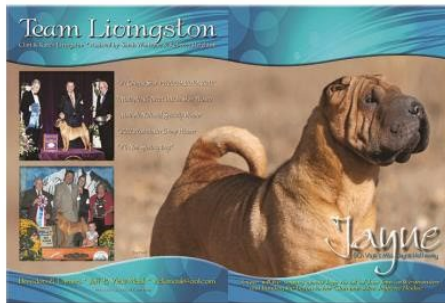
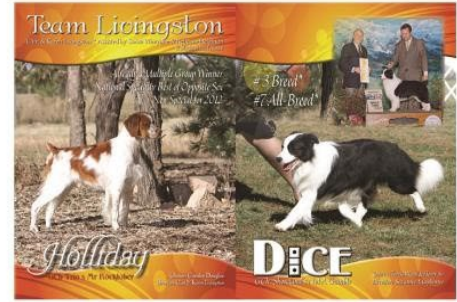
Handler section ads are a bit different than a regular ad. The focus is still your dog, but also it is about your handler. Once, at the end of the year, a handler will run a series of ads that will be all together from 4-15 pages or longer. It is a celebration of all the wins during the year and the goals achieved. Sometimes even an introduction ad for a new dog.

It will start with a "cover" with the handler information and any special messages they wish to pass on. I develop a theme, with graphics, style, & color. Each ad in the section will have the same running theme, so the section looks cohesive. I still need the same information as stated in the Ads section on page 3 and quality photos. Handler pays for theme and cover, Clients flat fee of \$50 per page. If you would rather have me do your own ad with all the bells and whistles (retouching, background removal, etc.), and still have it appear in the handler's section, please let me know. Pricing would revert to regular ad pricing.

Karen Easnik

Photography & Ad Design

Examples from previous years:



Please scan, fill out and email this back to me at: evasuikcd@aol.com
Please keep a copy for your files

FOR WESTMINSTER OR NATIONAL CHAMPIONSHIP RING SIDES ONLY

Registered Name of dog _____

Breed of Dog _____ Catalog number* _____

Handlers Name** _____

****Note VERY IMPORTANT: Text arm band, breed and/or any handler changes - text to (303) 847-6035 I can't shoot your dog if I do not have confirmed armband number, no refund will be given.**

Fill out and scan, email copies to:
evasuikcd@aol.com

Make checks out to:
Evasuik Custom Design

Send Checks to
Karen Evasuik
1130 Ulmus Drive
Loveland, CO
80538
USA

Pay Pal - evasuikcd@aol.com

Cancelations on Pre-paid Ring Side & Shoot reservations

A full refund will be available if canceled no later than 48 hours before ring or shoot time. If canceled after specified time a \$100 fee will be assessed.



Payment:

We take Visa, MasterCard, Discover, checks, Pay Pal, Venmo and cash. Payment must be made at time of booking to guarantee reservation.

Visa * MasterCard * Discover * American EX * Pay Pal * Venmo

Name _____
Please Print clearly

Billing Address _____

City _____ State _____ Zip Code _____

Phone _____ (Cell) _____

Credit Card _____

Expires ___/___/___ CVS Code _____

_____ Date ___/___/___
Signature

Make checks out to:
Evasuik Custom Design
1130 Ulmus Drive
Loveland, CO 80538 USA
You can also Book online @

<https://www.evasuikcustomdesign.com/book-online>

Venmo:
@Karen-Evasuik
Pay Pal:
evasuikcd@aol.com