

# Portrait Photography

Whether you are interested in family, engagement, or high school senior portraits, Focus Photography can help you create uniquely beautiful and personal images that will surprise and delight you. We are a full-service studio offering unparalleled customer service and a wide range of packages and products, digital retouching, and printing services in both color and black & white.

## Your Session

We bring our studio to your home, or other location of choice, for an enjoyable and personalized portrait experience. This allows us the opportunity to take natural portraits not available in a conventional studio. We will explore the surroundings to find the perfect backgrounds for your portraits while having fun getting to know you and your family. We believe that great portraits are made before we even click the shutter by establishing a rapport with our clients and ensuring everyone feels relaxed and comfortable. Our flat rate shooting fee allows us ample time to photograph you in multiple poses and enables us to accommodate any request you might have. Ben will interact with you and evoke your smiles at just the right moment as he creates a diverse set of images with various expressions and looks. Your images will then be posted to your personal website for you to begin the selection process. We will work with you every step of the way by offering you our creative expertise and guidance throughout the picture selection and ordering process to make sure you receive the kind of personalized attention that we have become known for. Finished prints will then be delivered within one week of the date your order is submitted.

## What To Wear

Clothing preparation is a key factor to any great photograph. In general, it is best to keep outfits simple and comfortable. We suggest long-sleeved, neutral colored shirts & blouses without distracting patterns. Solid white is not recommended as it can make proper exposure difficult in many situations. V-neck's tend to look better with fuller faces while collars and turtle necks work better for slimmer faces. We recommend that families wear complimentary colors in the same tonal range so the eye is not drawn to a distracting color in the final portrait. You may wish to think about what room your portrait is likely to hang and match your clothing to the colors in the room as well. Wearing matching pants/skirts and shoes will give us the flexibility to incorporate full length poses into your session if desired.

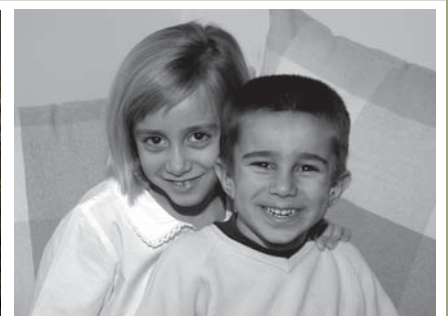


**FOCUS**  
PHOTOGRAPHY

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2350 Quartz Lane  
Madison, WI 53719

ph 608.658.2818  
info@focus-photography.net

[www.focus-photography.net](http://www.focus-photography.net)



# Packages

Our shooting fee for all portrait sessions is \$125. After the shooting fee, the only cost to you are the prints you decide to order. We have a flexible system that allows you to order prints as part of a package, or you may build your own package using our ala carte pricing. There are no minimum orders which means you pay only for the prints that you need. All of our prints are available in either color or black and white and can be retouched at your option to remove any blemishes, scars, and lines free of charge.

All of our photographs are 100% guaranteed! If you are not satisfied for any reason, we will promptly correct the problem, or offer you a full refund of the purchase price with no questions asked. For your convenience, we accept Visa & MasterCard. Prices do not include sales tax.



Ultimate (\$365)	Deluxe (\$275)	Traditional (\$190)	Basic (\$135)
1-16x20	1-11x14	1-11x14	1-8x10
2-8x10	1-8x10	2-5x7	2-5x7
2-5x7	2-5x7	16 wallets	8 wallets
2-4x6	2-4x6		
24 wallets	16 wallets		

## Additional Prints

Print Size	With Package	Ala Carte
20 x 24 .....	\$125 .....	\$140
16 x 20 .....	\$95 .....	\$110
11 x 14 .....	\$65 .....	\$80
8 x 10 .....	\$30 .....	\$45
5 x 7 .....	\$20 .....	\$30
4 x 6 .....	\$15 .....	\$25
4 wallets .....	\$16 .....	N/A
8 wallets .....	\$30 .....	\$45
24 wallets .....	\$75 .....	\$85
48 wallets .....	\$130 .....	\$145
100 wallets .....	\$200 .....	\$225

### Holiday Cards

25 cards .....	\$70
50 cards .....	\$125
75 cards .....	\$170
100 cards .....	\$210

### Canvas Prints

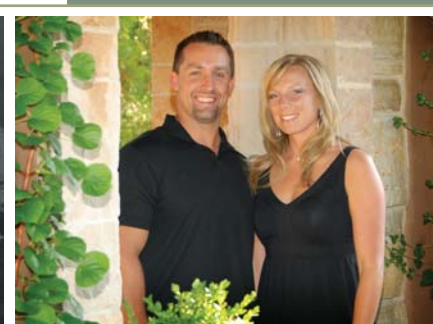
20x24 .....	\$195
16x20 .....	\$155
11x14 .....	\$115
8x10 .....	\$75

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# Testimonials

Ben, these pictures are absolutely phenomenal. You have such a great talent. These pictures are far beyond my expectations. It goes to show that you are an amazing artist. They are very natural. Nothing about our poses seem forced or un-natural. We truly enjoyed working with you and look forward to doing this on a more annual basis with you as our family grows. Thank you for capturing the moments of the Loving Family.

*-Christopher Loving*

"My family and I had a portrait sitting with Ben Allen just before the holidays. We had a great time! We have two boys, ages 4 and 7, and Ben was especially good with them. He kept them laughing and smiling the whole time! Our photos turned out beautifully, and captured everyone's true personality!"

*-Tara Rhyner*

"I'm writing to tell you what a wonderful experience my family had when we used Focus Photography for our family portrait. In the past, we had never purchased anything larger than an 11x14 print, but this year we were looking to frame a large format portrait to go in our new home. I was a little worried about how it would look and at the expense, but my worries were put to ease after meeting with you."

Not only was the experience enjoyable for everyone, it was quick, easy and very affordable. When we arrived for our appointment, we didn't have to wait and that means a lot to my husband. You did a fabulous job getting the kids to smile and keeping them focused. You didn't drag it out trying to decide on what props to use or by looking for a squeaky toy. you kept it simple and talked to us.

The same was true when it came to ordering the pictures. Never did I feel pressured to order more or felt like I was getting the "hard sell". You simply laid things out and we went from there. We would definitely have our portraits done through Focus Photography again and would highly recommend your studio to others. Thank you for making this experience such a pleasurable one."

*Warmest regards,*

*-Tammy and Brandon Andries and Family*

"Amazing--you knew how to make a 3-year-old & 1-year-old smile perfectly on cue! We are thrilled with the photos you took of our family & can't wait to display them in our home! Your sense of humor, patience, and knowledge of photography made it a great experience. Thanks Ben!"

*- Marta Statz, Menasha, WI*

"Ben - Thanks again for the family portraits. Your professional manner and your relaxed approach brought out the best faces in the Thompson family. We will cherish these family memories from this occasion and do this again in the near future."

*- Don & Mary Thompson*



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