

Willamette Photography / Juan Carlos Photography Wedding Photography Packages

Diamond

\$5,250

- Up to 10 hours of coverage
- Juan Carlos and Sandra as the main photographers
- Approximately 800 4x6 printed photos, color and/or black and white
- A DVD with the full resolution images
- A private web photo gallery for viewing and ordering
- Renaissance Soho 11x14 custom 30-page (15 spreads) Flush-Mount Magazine album
- 20, 5x7 Complimentary Signature Prints
- Complimentary one-hour engagement session within 20 miles from Corvallis at an outdoor location. Includes a custom print of up to 11 x 14 and one 4 x 6 for the paper.

Platinum

\$4,550

- Up to 9 hours of coverage
- Juan Carlos and Sandra as the main photographers
- Approximately 750 4x6 printed photos, color and/or black and white
- A DVD with the full resolution images
- A private web photo gallery for viewing and ordering
- Renaissance Soho 11x14 custom 20-page Flush-Mount Magazine Album
- 20 5x7 Complimentary Signature Prints

Gold

\$3,450

- Up to 9 hours of coverage
- Juan Carlos and Sandra as the main photographers
- Approximately 650 4x6 printed photos, color and/or black and white
- A DVD with the full resolution images
- A private web photo gallery for viewing and ordering
- 20 5x7 Complimentary Signature Prints

Silver **\$2,850**

- Up to 7 hours of coverage
- Juan Carlos and Sandra as the main photographers
- Approximately 500 4x6 printed photos, color and/or black and white
- A DVD with the full resolution images
- A private web photo gallery for viewing and ordering
- 20 5x7 Complimentary Signature Prints

Bronze **\$2,250**

- Up to 5 hours of coverage
- Juan Carlos and Sandra as the main photographers
- Approximately 320 4x6 printed photos, color and/or black and white
- A DVD with the full resolution images
- 10 5x7 Complimentary Signature Prints
- May not be available during the peak wedding season

Standard **\$1,400**

- Up to 3 hours of coverage
- Approximately 240 4x6 printed photos, color and/or black and white
- Not available during the peak wedding season
- Limited to Corvallis area
- May not be available during the peak wedding season

Engagement Session (*can be added to any of the packages above*) \$250

- One hour session at an outdoor location within 20 miles of Corvallis
- Includes a custom print of up to 11 x 14 and one 4 x 6 for the paper.

All our professional photography packages include:

- Consultation to discuss with you various options for photographing your ceremony and reception.
- Coordination with the officiant and wedding coordinator.
- Photographing with state of the art photo equipment analog and digital.
- Backup equipment
- Juan Carlos and Sandra as the main photographers
- Custom editing to create polished professional photographs
- No travel charge within the Willamette Valley Area (Portland to Eugene) for the Silver, Gold, or Platinum package.

Custom Prints

4 x 6	\$12	11 x 14	\$45	5 x 7	\$17
16 x 20	\$95	8 x 10	\$25	20 x 30	\$250

Albums *(can be added to any of the packages above)*

Flush Mount Magazine Style 11 in. x 14 in.

Our more contemporary albums are the flush-mount albums. Imagine the finest book of photos you might buy in a bookstore. Now imagine this book of photos to be the story of your wedding - completely custom, digitally designed in a coffee table style book format. Covers are available in beautiful Shantung silk and Brocade silk along with Chelsea leather. It is like a fairytale book that was created with your wedding images. For the bookbinding we use the finest album crafters in the industry including Renaissance The Book and Leather Craftsmen.

60 sides maximum, minimum 20 sides

20 Sides \$1,450.00

40 Sides \$2,200.00

\$100.00 per additional page spread (two sides)

Jorgensen Custom Traditional Style Pro Bound 14 in. x 14 in.

Our traditional style albums include the Jorgensen Albums from Australia. These albums are custom designed and handcrafted to order. They are made in a unique book binding style, for a truly professional presentation. They come in an unmatched range of leathers, fabrics, timber and brushed metal finishes. All pages feature twin mats and have a protective cloth edge, along with metal corners in four different finishes.

60 sides maximum, minimum 20 sides

20 Sides \$1,600.00

40 Sides \$2,400.00

\$100 each additional page (two sides)

Nouveau Library Bound 10 in. x 10 in.

A traditional library bound album with style. The Nouveau album comes in six embossed styles from which to choose in seven colors and textures. This album uses mats and each side takes either an 8 x 10 or two 5 x 7s.

60 sides maximum, minimum 24 sides

24 Sides \$850.00

\$70 each additional page (two sides)



*Romantic
Expression*

*Juan Carlos Torres
Adds Artistic Accent
to Wedding Day*

studio1

photography & design



To capture the romance, beauty, emotions, and details of a wedding day, Juan Carlos Torres, of Willamette Photography in Corvallis, Oregon, documents the day in a comprehensive way. He goes beyond photojournalism to incorporate an artistic and fashion approach that makes the romantic dreams of his couples come true.

"I try to capture the reality and emotion of the day, but at the same time I am aware of the fantasy and romantic view that couples have of their wedding day. They love beautiful images and want to see their big day portrayed in a beautiful, romantic and artistic way," Torres says.

Torres himself is an artist. A descendant of an artistic family that includes painters, musicians, and writers, he is a singer and musician who plays guitar, piano, and accordion. A self-proclaimed perfectionist, having a love and appreciation for all things artistic brings out the creativity in him.

"Wedding photography allows me to express my artistic and creative side. I go to weddings to get the best pictures that I can and I am committed to being the best wedding photographer out there. I owe it to myself, my family, and my clients."

TERRIFIC TWOSOME

Torres and wife/partner Sandra provide minimal direction during the formals and portrait session and spend the rest of the time being observant recorders of the event. Their laid-back personalities combined with their passion for photography make the Torres twosome a unique choice for clients.

"We sell the concept that the client is hiring a husband-and-wife team, two qualified, successful, and confident wedding photographers. We act and dress professionally, yet we are a fun-loving team," Torres says.

At a typical wedding, Sandra concentrates on the bride getting ready, while Juan Carlos photographs the groom. During the rest of the wedding, they cover everything from different angles. But when it comes to image processing and album design, he's in charge.

Another advantage for clients is that the two don't use high-pressure sales tactics. Without trying to book the most expensive package, Sandra and Juan Carlos listen to what the couple's goals and styles are and guide them toward the appropriate package once the couple books them. "When they come to our studio and see the printed photos, the high-end albums and enlargements, they are convinced that they can't find better quality anywhere else."

And since the duo doesn't believe in "subcontracting" wedding photography, the clients can be sure the galleries they see are a true representation of their wedding work. Many clients have already viewed the galleries on the studio's websites, www.juancarlosphoto.com and www.willamettephoto.com, which display complete weddings. "After doing 100 weddings, it's easy to have a 'greatest hits' gallery. Complete weddings give people an idea of what you can do and show how consistent your work is. It works really well for us. Couples get an idea of what the outcome will be."

Torres says his websites are his greatest marketing tools. Being well-positioned on search engines helps attract clients; they estimate approximately 90 percent of their clients discover them through their sites. "Our websites allow us to display our work, answer frequently asked questions, describe our philosophy, and maintain contact with our clients."

TOYS "R" TORRES

Torres offers options to clients during the album-proofing process. Given a combination of printed proofs, a Web gallery, and a CD gallery, the client then has the option of mailing the proofs that they want or making a selection from the Web or from the CD gallery and sending their picks to the studio by regular mail or email. Once the selection is made, he creates an album design and offers them a preview on the Web or in the studio. "They have the option of changing two of the layouts at no charge. I also create additional page layouts that the client has the option to buy."

Sandra and Juan Carlos carry two cameras each, ready to capture the action. "We selected Canon as our main equipment provider because of the quality of the optics, focusing speed, and reliability. Our clients want sharp, high-quality photographs. When I am taking a photo, I don't want to be distracted by the thought that my lens is not sharp or that my camera is not going to focus. I want to concentrate on composition, creativity, and capturing the essence of the wedding day," Torres says.



Romantic expression

Juan Carlos Torres
Adds Artistic Accent to
Wedding Day



JUAN CARLOS TORRES' GEAR BOX

DIGITAL CAMERAS

Canon EOS 1D Mark II
Canon EOS 1Ds, Canon EOS 20D
Canon EOS 1D, Canon 10D
with Canon lenses: 16-35L f/2.8, 20-35L
f/2.8, 24-70L f/2.8, 70-200L f/2.8,
135L f/2.0, and 85L f/1.2

LIGHTING

Canon Speedlite 550EX
Canon Battery Pack
Sekonic L358 Meter

DIGITAL DARKROOM

Apple G4 17-inch PowerBook
P4 3.2 SATA Raid PC
Adobe Photoshop CS
Breezebrower
Jorgensen Album Designer

LABS

Millers
WHCC
Mpix

ALBUMS

Digicraft
Jorgensen
Leather Craftsmen
Renaissance Soho

He prefers available light to capture the true mood and tries not to use flash unless absolutely necessary. A digital shooter, Torres made the switch from film because of his formal training in digital image processing. "I hold a master's degree in Remote Sensing and Geographic Information Systems. My experience with digital goes back to 1994, when I participated on several NASA-funded projects using high-resolution satellite imagery to carry out environmental impact assessment."

Torres arrived in the United States from Honduras on June 2, 1989. He bought a camera on June

3 and started shooting campus-related activities to support himself. Students began asking him to shoot weddings and he became hooked. Sandra says he has a romantic heart and an artistic soul.

"What drives me is to be remembered not as one more photographer, but as somebody who gave his best. Wedding photography is a journey that requires constant innovation and the improvement of technical and artistic skills. The day we stop innovating, we start dying artistically."

Wow! ❖

www.juancarlosphoto.com

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Studio Photography & Design Magazine
November 2004



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What Makes Willamette Photography Unique

1. We have outgoing personalities and truly love weddings. In fact, weddings are the focus of our photographic career.
2. We work in a natural photojournalistic style without sacrificing attention to the family portraits, delighting in following the magic moments without directing them. Our portraits are as natural and unposed as we can possibly have them be, as we do not like orchestrating. We bring a passion for our craft and for the occasion to our work. Our goal is for you to look at your photos and say, "Yes! That is just how it was!".
3. We are a unique husband and wife team, both of whom are qualified wedding photographers. During the wedding we cover two different angles for a more complete wedding coverage.
4. The galleries of work that you see in our site are a reflection of the quality of work that we offer. We show you actual complete weddings as opposed to only a few lucky shots from each wedding.
5. Juan Carlos' rich background in newspaper, magazines, and other publications provide him with the experience necessary to truly document your day.
6. Juan Carlos is an expert in digital imaging processing. He currently holds a Masters' degree in Remote Sensing.
7. We are able to produce the latest and greatest photographic products including slide shows set to music on DVD or CD, as well as being able to feature your wedding photographs on online galleries.
8. We only use state of the art photographic equipment. We currently work with the Canon 1Ds, and 1D Mark II. We only work with the Canon L-Series professional lenses.
9. We carry backup equipment to our weddings including 6 camera bodies and a large assortment of lenses and flashes.
10. We work with the best quality professional labs in the country to print your wedding photos.
11. Our album line is second to none. We work with the greatest album crafters in the industry including Jorgensen, Leather Craftsmen, Digicraft, and Renaissance The Book.
12. We are members of several professional organizations including, the Professional Photographers of America (PPA), the Wedding Photojournalist Association (WPJA) and The Oregon Wedding Guild. In addition, Juan Carlos serves as a Member of the Board of Directors of the Professional Photographers of Oregon (PPO). We abide by their rules and code of ethics.
13. We are committed to quality and improving our technical and personal skills by attending conferences, workshops, and seminars for professional photographers.
14. We can provide you with testimonial and references from happy couples.