



MICHAEL JACOBS
PHOTO

EST. 2009



PHOTOGRAPHY INVESTMENT GUIDE

www.michaeljacobspoto.com

W E L C O M E

Hey there! Congrats on your engagement!

Your memories are worth being photographed beautifully. This has been my life's passion for over 16 years and I want you to be so proud looking back at your most special moments. Michael Jacobs Photo brings you fine art imagery with heart and an overwhelmingly need to put your memories first.

I consider my work attainable luxury because having artfully imagined photography for your wedding day should be accessible to all. I seek out clients that agree that photography is one of the most important details of their wedding. Clients do not hire me as a second thought. They hire me because they want a carefree process that leads to exceptional story telling.

I am well aware that most people have never had professional photos made of them. I try to provide a fun and safe environment where you can be yourself. From our first consultation to midnight of your wedding day, I'll be there for you. I work tirelessly to make sure that wedding photography is the last thing you worry about on your day. Let's make something timeless, free of gimmicks, and full of substance and love. I'll make your photographs last. Thank you for choosing a strong small business of New Jersey. Let's see what

I can do for you.

Michael

Tel: (973)370-5423





"I'VE NEVER
SEEN
SOMEONE EAT
WEDDING
CAKE LIKE
THAT"

-MARIAM, BRIDE

M E E T M I K E

Hello, I am Mike! I'm the owner and principal photographer of Michael Jacobs Photo, fine art wedding photographer for New York and New Jersey. I know these intros sometimes begin with some overused statements like, "I love tacos!" or "watching Netflix!" to sound relatable but seriously, who doesn't like these things? How about this? I love photography and doughnuts but you really should know that if you entered through the front door of my website.

This is my life's work. This is my passion. This is my love. You may see some reviews throughout this guide but I'll tell you they all surround a common theme. I put my whole being into being a photographer. I take my work impossibly serious so much that if you meet me in person you know I don't have a serious bone left in my body.

Yes, I'm funny, just wait until you read my contract. I'm not here to tell you 100 cool and hip facts about myself. I'm here to thank you for taking the time to consider my services in a thoughtful manner. Upon finishing this guide you will be well acquainted with the various services and products I offer and some insight into how your day with me will go. This guide is geared towards wedding and engagement photography. For additional services regarding boudoir and portraits other guides are available. Thank you!

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W W W . M I C H A E L J A C O B S P H O T O . C O M

SOME COMMON QUESTIONS (AND ANSWERS)

Q: What's your photo style?

If I just said I was a traditionalist I would not be giving myself enough credit. I photograph weddings on possibly the most up to date technology available. Though, the way I go about the process is time honored. I am very much in the school of thought that I believe your images should be timeless. They should not subscribe to silly gimmicks or fads. Your photos will look as crisp, warm, and beautiful 40 years down the line, even if your haircuts don't. I strive for imagery that is closer to true to life than any bizarre color scheme. My tones have a slight vintage quality to them as I grew up shooting film.

Q: Do we own the copyright to our photos?

A: No. This can be confusing. The copyright always lies with the person who actually takes the photo. Clients retain "usage rights." This allows them to print, share and enjoy the imagery as they see fit. As long as they aren't selling their images. Selling your wedding images? Now that would be weird.

Q: What equipment do you use?

A: For the clients that are interested I use Canon mirrorless cameras and L series lenses. Equipment does not make the photographer, it just makes certain aspects easier. For film I also shoot Canon EF and FD mount cameras (35mm) and I use a Mamiya rb67 for my medium format work.

Q: Do you offer videography services?

A: Yes but videography is handled through my esteemed wedding vendor colleagues. A separate consultation and billing system would be required by them.

Q: Why is wedding photography such an investment?

A: There are very few services and products that you can honestly say will last you a life time. Wedding photos are sometimes the only keepsake or heirloom that families pass down through generations. I would be more than happy to break down the cost of supporting a New Jersey owned small business but I'd rather just let the products speak for themselves. Your imagery is one of a kind, something you will always have, and a recorded history of one of the most important dates in your life. Of course we are an investment.

A photograph of a couple lying in tall grass. The woman is on the left, wearing a dark blue dress, and the man is on the right, wearing a light blue button-down shirt. The woman is smiling and looking towards the camera. A semi-transparent white rectangular box is overlaid on the center of the image, containing text.

ENGAGEMENT SESSIONS

A PERFECT WAY TO
ANNOUNCE YOUR DAY
AND FOR ME TO GET TO
KNOW YOU AS A COUPLE.

ENGAGEMENT SESSIONS

Engagement sessions are stress free and intimate experiences that allow a couple to officially celebrate their love through photos. They work perfectly for save the date magnets and also give us a chance to see how we work together as couple and photographer. Below is what is included in your first experience with me.

ENGAGEMENT SHOOT 899

- Location scouting
 - Wardrobe consultation
 - 90 minute session
 - 75 magazine grade retouched images
 - (100) Save the date magnets
 - 1 (11x14) print
 - Online gallery
-

PLANNING A WEDDING IS NO EASY
FEAT. I'M HERE TO ANSWER ANY
QUESTIONS YOU MIGHT HAVE.



WEDDING PHOTOGRAPHY

YOUR DAY CAPTURED
WITH UNCOMPROMISED
PROFESSIONALISM,
STORYTELLING, AND
JUBILATION.
(I'M FUN)



W H A T T O E X P E C T

Consultation

Our initial meeting is always the most exciting. You get to see me on 2 cups of coffee. We chat about what is important to you as a couple and what you're looking for as far as your wedding imagery is concerned. It's never too early to also start managing our expectations about your day.

Booking

To book me 2 steps need to happen, **always**. A retainer must be paid (generally 30%-50%) of the package price. A retainer is not a deposit. This is repeated in my contract several times. Speaking of which, that is the second step. You must sign a contract detailing our expectations. If these both are not completed I am not your photographer and will take other bookings if your day is open.

Payment plans are available but the retainer must always be paid first.

Timeline

Approximately 1 month before your wedding your final payment is due. At this time I will also send you an online questionnaire that will tackle the meat and potatoes of your day. It will allow me to develop an appropriate timeline so there are no confusing variables and mitigate any uncertainty. We will sit down and discuss the entirety of your day and once again, manage expectations.

The Wedding

I contact all my couples 1-2 days prior to their wedding to say hello, check in and see if anything has changed as far as scheduling. On your wedding day I generally ask the assistance of your wedding party as I do not enjoy bothering the couple with texts or phone calls. I photograph the heck out of your day and do not stop until your budgeted hours are through. Oh, I also eat wedding cake.

IF YOU HAVE ANY QUESTIONS,
PLEASE SEND OVER A MESSAGE.



W E D D I N G P H O T O G R A P H Y
E X P E R I E N C E I N V E S T M E N T S

Michael Jacobs Photo has created 3 packages based on the most popular needs of couples through the years. Each experience includes consecutive hours, print rights, and a generous online visual gallery for you to share with friends and family. Would you like to add something to your experience? With a host of a la carte options to add on the next page you may create the defining photographic experience for your day. Bound leather and leatherette albums are available and pricing is located below the a la carte add ons.

8

\$3300

The Essential

8 hours coverage
Print rights
online gallery

Additional

Photographer: \$600

10

\$4200

The Classic

10 hours coverage
Engagement session
Print rights
usb of all images

Additional

Photographer: \$800

12

\$5400

The Classic

12 hours coverage
Engagement session
usb of all images
print rights
online gallery

\$200 print credit

Additional

Photographer: \$1000

PLANNING A WEDDING IS NO EASY
FEAT. I'M HERE TO ANSWER ANY
QUESTIONS YOU MIGHT HAVE.

INTIMATE WEDDINGS

\$1999(starting)

Photographing smaller celebrations has been the cornerstone of my business for 15 years. I adore the intimacy, attention to detail, and heart of intimate affairs more than anything. Let me build a stress free day geared towards you.

INCLUDES:

Up to 4 hours photography coverage

Travel included(within 25 miles)

Mini portrait session

Day of Polaroid memory box

Up to 2 hours additional are available for an investment at a discounted rate of 250/hr. Affairs lasting more than 6 hours should consider the packages in my main section.

W E D D I N G P H O T O G R A P H Y A L A
C A R T E A D D O N S

These add ons are to help curate a more individualized experience for your day. They can only be combined with the packages on the previous page.

Note* Boudoir experiences are a whole other slice of apple pie. To learn more about those services please visit www.michaeljacobsphoto.com/boudoir for all the incredible details.

| ADDITIONAL HOURS | EXPERIENCE PRODUCTS | KEEPSAKE PRODUCTS |
|--|---|--|
| Main photographer 350/hr | Day of Instax/Polaroid Album(up to 50 photos) 400 | Save the date magnets (Up to 150) 250 |
| Second photographer 150/hr | Engagement Session 899 | Thank you cards (Up to 150) 250 |
| New York City Travel 150 flat rate | Boudoir Session 899* | Wooden USB Keepsake drive 150 |
| | *Makeup additional | |



Wedding Albums

I steadfast believe that your photos are meant to be printed. They were never meant for your macbook or iphone. Wedding albums, like wedding photography is an investment. This is a completely one of a kind statement of your day that you will have in perpetuity. There is nothing I find more beautiful than looking at my parent's leather and iron clasp wedding album. By default my wedding albums are square but can be augmented to landscape with ease. Below you will see the common sizes I use and the page amounts of each in parenthesis.

8x8.....(40)\$750
.....(80)\$1000
.....(120)\$1250

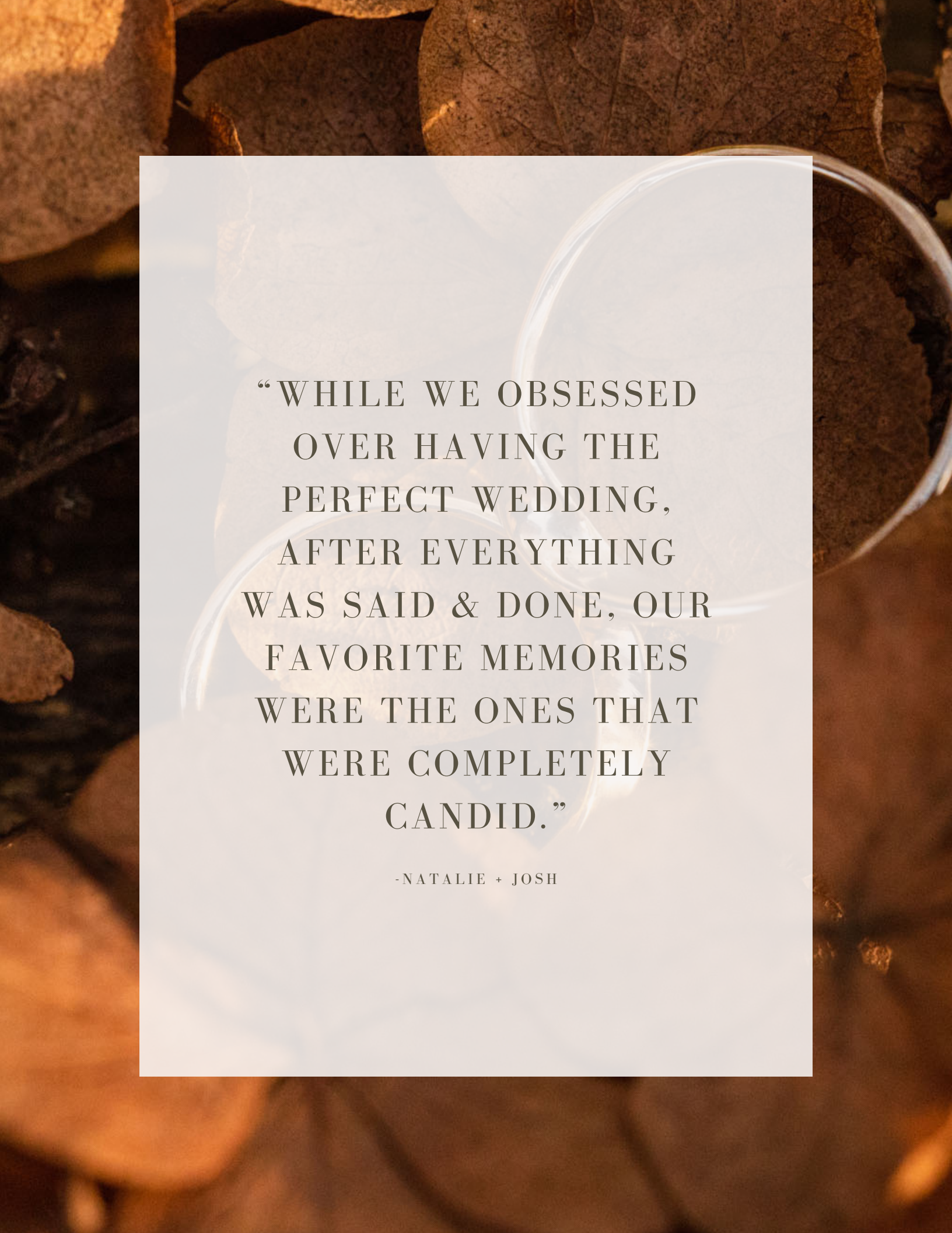
10x10...(40)\$950
.....(80)\$1250
.....(120)\$1550

12x12....(80)\$1550
.....(120)\$1850

All albums are lay flat and come in leatherette black.

Leather albums add \$450

Parent or grandparent albums are 75% of the cost of the duplicated album and come in 8x8



“WHILE WE OBSESSED
OVER HAVING THE
PERFECT WEDDING,
AFTER EVERYTHING
WAS SAID & DONE, OUR
FAVORITE MEMORIES
WERE THE ONES THAT
WERE COMPLETELY
CANDID.”

-NATALIE + JOSH

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