

SPENCER HERFORD PHOTOGRAPHY

Print Purchasing FAQ

Looking at photography on the web is all well and good, but nothing beats seeing the real deal for yourself. This is a short guide to answer some questions about purchasing a print from me, and what you can expect.

Email Spencer@SpencerHerford.com

What do the sizes mean?

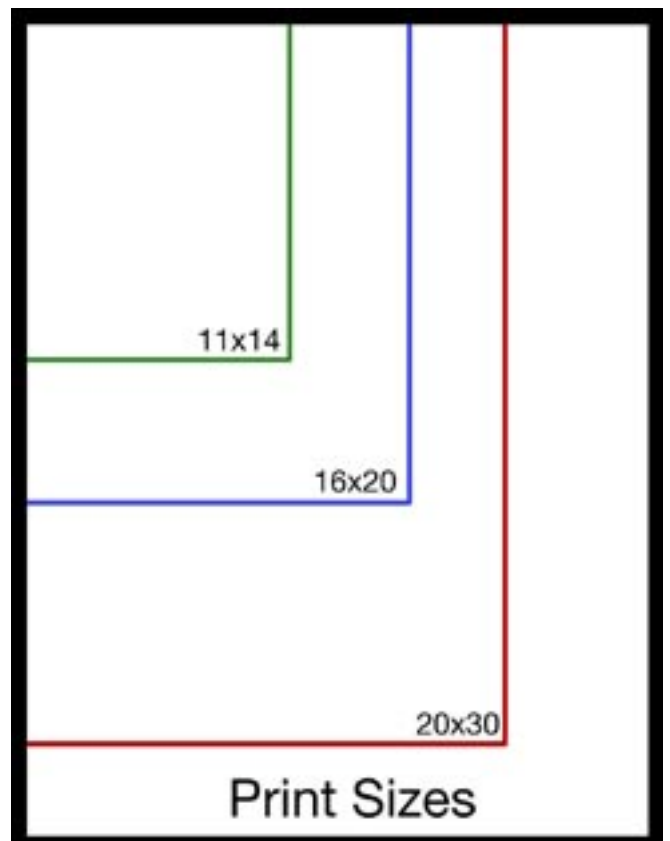
I print in four sizes in order to keep things simple on my end, and to provide you with an easy to manage artwork. The sizes start at 11 by 14 inches, go to 16 by 20 inches, and if you really need something to make an impression, I can print a 20 by 30 inch print. There is an option for a 12 by 12 inch print, but that is only for square images.

My favorite image isn't available. Why?

I am slowly making my image catalog available for purchase. If you know you want a specific image that is not shown, please email me and we can get that to you. No worries.

Why are some of your prints in editions, and some aren't?

Editions are a fancy way to say, I will only print X amount of this photograph, and after that, that's it. I have a huge problem with editions from an artist standpoint, as editions only help to make collectors and galleries richer, but the artist gets left with squat. I also believe that anyone should have the opportunity to own unique artwork in



their home, but due to the ridiculous cost of art in galleries, its something most people don't dare dream of.

I do edition a few images. These images are my favorites, and tend to be a lot of other peoples as well. Because I really love these images, I would like that for whomever purchases these prints feels like they have something really unique and special. As more of these limited prints are sold, the higher the price goes. And once the edition number is reached, I will NEVER sell or create a print of that image again.

Why is there white space around the print?

I leave some white space around the edges of the print, as the camera sensor or film doesn't shoot in common frame sizes. Also, white space around the frame help the viewers eyes rest and enjoy the photo a bit more.

So I got this really nice print in the mail. Now what?

Congrats! Now I would highly recommend you spend a few dollars and take it to get framed. You can do it yourself by purchasing a frame at any store as well. However, if you get it framed with a mat, you can preserve the image for many years (indefinitely really) and allow the artwork to survive many years.

I went to the frame shop and the guy said I should get a yellow frame with red mat board. Is that good?

Hey it's your print, so you decide how best it looks. I would like to give my recommendation as an artist though and say you should only use pure white mat board (acid free) with a simple black frame with glass. Anything else takes away from the image I think.



There is white space around the print in order to bring eye relief, and to frame it better.

The post man spilled coke all over my mail and the print is ruined? What should I do?

No problem! I can send you a new print at no cost to you.

What is taking so long?

Sorry! The normal time from when I receive payment to when you open your print is 4-8 weeks. I don't keep inventory on hand, so it just takes time.

I want a framed and matted print. Can you do that?

Of course, but only if you live in Colorado. Extra fees apply to a complete frame. Since I only recommend glass frames, you cant really safely ship that. Please email for more info!

How can I pay?

Paypal is the preferred method of transaction. Its safe for you as a buyer, and easy for me as a seller. I can do checks if you REALLY need to do it that way. Paypal is super easy though, and I never touch your credit card information or anything like that.

I have more questions!

Of course. I am more than happy to talk to you over email, gchat, on the telephone, or by carrier pigeon.

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