



## AC Ellis Photography Product Definitions:

Some definitions in helping with understanding the items when ordering.

**Album:**

Images printed on photographic paper and mounted on pages. Either flush, matted or back mounted.

**Book:**

Images printed on the pages and bound into the cover, like any picture book you would purchase at the book store.

**Page:**

Think of a page and the numbers just like how you would read a book. One on one side, one on the other.

**Flush Mounted Album:**

Images are mounted onto a center core. They are flush or all the way to the edges of the core, basically meaning the image is the whole page. However, these are thicker than prints or book pages as there is a core that the image is mounted on.

**Matted Album:**

Images are mounted and then framed by a mat. Like when you frame an image with a mat.

**Back Mounted Album:**

Images are mounted to the page, not flush and not matted. They are mounted with archival tape directly to the page.

**Box Mounted Print:**

Styrofoam center, black edging, holes drilled in the back with images mounted on front. It is about 3/4 inch thick.

**Standard Print:**

Image is retouched and printed on professional photographic paper. No mounting, spraying or texture.

**Deluxe Print:**

Image is retouched and printed on professional photographic paper. Mounting, spraying or texture are included. The image is mounted on a core of plastic that will help to protect your image even from humidity changes.

**Watercolor Print:**

Textured watercolor paper. This paper is best for prints with subtle or subdued coloring.

**Canvas Print:**

The image is directly printed onto a painters canvas. The canvas is then stretched over a wood frame.

**Metallic Print:**

A shiny paper that is great for color and black and white prints. Works great for wallets and cards!

**Proof:**

An unoptimized or retouched image. These images are color and exposure corrected, and some are in black and white.

**Press Printed:**

Used for cards, bookmarks, postcards, etc. Images are printed on linen, watercolor, and cardstock paper not photographic paper.