

Media Management and Production Proposal

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A SAMPLE, PREPARED FOR Camps, JCCs and community institutions that hold a library of photographs, or want one CONCERNING What the photographs do for the institution after delivery. The photographs themselves come from a residency, a focused day, or a library engagement, on the services page.	PREPARED BY Noah Gallagher, Abba Photo noah@abba-photo.com · 917-751-9683
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The store, for families and alumni

WHAT IT IS

Prints of the photographs on archival paper, by the lab that prints my books, shipped to the buyer's door. Families and alumni order from your page. The prices below are samples; a range of sizes can be offered. I print a proof and check for color and flaws before a final print is produced. Prices include shipping in the US.

SAMPLE PRICES TO THE BUYER

Open edition, 16x20	\$250
Open edition, 20x30	\$450
Open edition, 24x36	\$700
Limited edition, 16x20 to 30x45	\$450 to \$1,500
Framing, when wanted	at the lab's cost, quoted first

WHAT THE CAMP RECEIVES

20% of every sale, paid quarterly with the list of what sold. No cost to the institution. Quality and production are mine: a print that arrives wrong is replaced.

The books

WHAT IT IS

The first layout is the book for the institution's most valued people: the donors, the board, the families who carry the place. A second layout, built for budget and a larger print run, is the book for everyone else.

I can also stage print order sales of either book: families and alumni order copies from your page, the lab prints and ships them to the door, and the institution earns a share of every sale, as with the prints.

INVESTMENT

The first layout, as delivered	in hand; copies at press cost, shipping at cost
A second layout for a larger run	quoted with the print run
Print order sales	priced per copy when the layout is set; 20% of every sale to the institution

Framed limited editions

Set up for your auction platform, or as an independent auction.

Pricing depends on size. Pieces are historically 24 by 36 inch prints, and larger sizes have sold for \$1,000 and more across three camps.

The whole library, curated

WHAT IT IS

Every photograph your institution has, curated, organized and returned to you for the platforms you name. You have a jillion photographs. Let me take care of them.

I can curate images from however big the library is.

INVESTMENT

Review and curate up to 4,000 photographs	\$2,500
Review and curate up to 12,000 photographs	\$4,500
Larger libraries	quoted first

Curation is the review, the selection and the organization. Retouching and print preparation are not included; they are quoted per frame when a use calls for them.

Stewardship gifts

WHAT IT IS

Thank-you kits for donors and alumni with your photographs inside, a Shabbat box, a s'mores kit, assembled for the development team to hand-deliver. I would love to explore creative options with you.

Just doing thank-yous is huge motivation for a development team.

INVESTMENT

Quoted per kit.

Consultation, by the hour: the run-up to the ask

WHAT IT IS

Before the campaign asks, the feed has to have earned the attention. I work with whoever runs the camp's channels, by the hour, to make the photographs

do that work on a date.

For a December ask, that means an eight-week run-up planned to the day: which frames, in what order, what each post says and when it goes. Every comment answered, and how, with the reply that opens a conversation. Engagement tracked week by week, and every reply, share and tag followed up by a person before the ask lands. The ask goes out to people who have been looking for two months.

INVESTMENT

Consultation	\$250 an hour
A campaign run-up, usually	10 to 15 hours across eight weeks, \$2,500 to \$3,750

Summary of investment

The store	no cost; 20% of every sale to the institution
The books	copies at press cost; sales staged, 20% to the institution
Framed limited editions	by size
The whole library, curated	\$2,500 to \$4,500
Stewardship gifts	quoted per kit
Consultation	\$250 an hour

All pricing subject to change.

Happy to discuss any of these, and to shape the services to your institution's image management needs.

