

# a. farr

PHOTOGRAPHY



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## WEDDINGS

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## W E L C O M E

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Hey! You're probably overwhelmed with all the wedding information out there, but don't worry, you're not alone! I am a seasoned professional and I am here to help you document one of the biggest days of your life so you have beautiful memories for years to come.

The information in this planning guide is meant to help you through all of your photography-related questions so you can relax & get excited for your big day!

If you still have questions after reading through, don't hesitate to reach out to me. I am here for you every step of the way!

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XOXO,  




## MEET ASHLEY

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I'm Ashley, the owner & lead photographer at a.farr photography. I love being able to share in the love of two individuals & feel blessed to get to work with such wonderful people each day.

Based out of a small town in Schuylkill County, PA, I've been shooting weddings for 15 years now. In 2024, I reached a milestone – 150 weddings captured! There isn't a day that goes by that my mind isn't framing life.

I graduated in 2012 with a Bachelor's degree in Healthcare Administration & a minor in Business from Lebanon Valley College – go Dutchmen! Soon out of college, I started a.farr photography & never looked back! It's been a journey of growth, but I cannot be more thankful with where I am now with my business.

I enjoy capturing milestones of all sorts throughout life – newborns, families, seniors, couples. Action photography also holds a special place in my heart, as it's where I got my start on the sidelines of Schuylkill Haven Area High School football.

Beyond being a photographer, I'm a wife to Josh, momma to Stella Grace & bonus momma to Anna. I have a dalmatian, Tuffy; an orange cat, Turbo, & will never say 'no' when you ask to add in your pets. We're avid travelers & lovers of all things Disney. I love to relax, runDisney & be outdoors, bake & try new recipes and just spend time with my family.

Get comfy as you browse my work!  
[www.facebook.com/afarrphotography](https://www.facebook.com/afarrphotography)

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*“Taking an image, freezing a moment, reveals how rich reality truly is.”*



## COLLECTIONS

SIMPLE	STANDARD	SUPREME	LUXE
\$1600 + tax	\$2400 + tax	\$3200 + tax	\$3800 + tax
4 hours of coverage	6 hours of coverage	8 hours of coverage	10 hours of coverage
1 photographer	1 photographer	1 photographer	1 photographer
USB of images	30 minute engagement session	30 minute engagement session	30 minute engagement session
16x20 portrait of your choice.	USB of images	USB of images	USB of images
	16x20 portrait of your choice	16x20 portrait of your choice	16x20 portrait of your choice
			10x10" album with digitally-created, lay-flat pages.

All weddings include at least 50 images/contracted hour. When invoiced, all weddings will have PA sales tax added. Check out my A La Carte section for more products & services.

### INTIMATE WEDDING COLLECTION

The recent past has brought on a whole new trend in weddings: the intimate style, small wedding to celebrate you & your significant other with just your closest family & friends.

This collection includes 2 hours of coverage with one photographer, a USB of your edited images and a 16x20 portrait of your choice. It is just enough coverage to capture the ceremony and portraits afterwards. Priced at \$800, it is the perfect package to make sure your memories of this special moment are preserved forever.



ELOPEMENTS

I love to travel & am passport ready. I've captured weddings in Punta Cana, Virginia, New York & New Jersey with weddings in Jamaica on the books. I'd be more than happy to join you on your out-of-town adventure; stateside or abroad! Travel fees are dependent on your specific needs – contact me to discuss your personalized elopement



quote!



A L A C A R T E

**ADD ONS**

*Second Shooter* | Please inquire.

*Additional Hours* | Please inquire.

*Content Creator* \$500 | An additional creative on my staff to solely to capture your day on an iPhone in live photos & video. Content available within 24 hours, including a 1-3 minute highlight reel.

*Bridal or Boudoir Session*  
\$450 | 45-minute session in-home or in-studio. Stylized shots of you to make your feel empowered for your big day.

*Wooden Keepsake Box*  
\$400 | Includes 150 4x6 prints of your choice in a beautiful keepsake box.

**ALBUMS**

*5X5 Keepsake or Parent Album*  
\$350

*8x8 Layflat Album*  
\$400  
50 images included

*10x10 Layflat Album*  
\$550  
75 images included

*12x12 Layflat Album*  
\$750  
100 images included

\*albums are 20 pages with your choice of brown or black leather covers.

Ask about additional products & services. I'd be happy to put together a custom collection to fit your needs!



## HELPFUL TIPS

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Details help tell the story of your wedding & are often some of our clients' favorite images to include in albums & prints. Gather all of your details before the day starts so I can photograph them quickly! This makes the 'getting ready' portion of your day run much more smoothly & it allows me to spend more time focusing on the spontaneous moments when everyone is together. Items to remember:

- Shoes   -Veil   -Rings   -Earrings/Necklace/Bracelet   -Hair Pieces   -Socks
- Cuff Links   -Letters   -Gifts   -Cultural Items   -Invites   -Programs

\*Any other unique items you treasure!

*Pro tip:* think about getting a wooden hanger customized for your wedding dress. The photograph well & make for fun keepsakes for years to come. I do bring along generic black hangers just in case!

## I KNOW YOU HAVE QUESTIONS

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*Q: What sets you apart from other photographers?*

A: With years of training & experience under my belt, I know how to pose & guide clients to make them feel relaxed while looking their very best. I'll be your hype woman from the moment I meet you. I use natural lighting as often as possible & always make sure my sessions are intimate & fun. I also have a few tricks up my sleeve to get you those wow factor shots!

*Q: Will we get a print release to our photos after our wedding?*

A: Yes! Upon receiving your images, you will also get a print release. Fun fact: you will also receive a discount code for use when printing from my website!

*Q: How many photographers will there be at our wedding?*

A: The simple, standard & supreme wedding collections come with one photographer: me! You are welcome to add-on an additional photographer for an additional cost/hour. The ultimate collection has two photographers. My usual second photographer's name is Mel Runkle & she's just as awesome!

*Q: Will my photos be posted publicly on your site or social media?*

A: I respect your privacy and allow each client to decide whether or not they want their photos displayed publicly. I'd love to show off you & your images, if you're game! If allowed, you can expect a social media teaser post within one day of your wedding. Your online gallery will be password-protected so only those whom you give the password can access.

*Q: Will you photograph my images to hide any unwanted spots, wrinkles, etc.?*

A: Minor edits will be made to all of your images, but I believe our imperfections are what make us beautiful & unique. Of course the stress of the day may bring on a blemish that I will absolutely correct if needed. If there are specific edits you want, these will be charged accordingly, depending on the type of corrections.

*Q: Do you have a list of preferred vendors to use?*

A: Yes! From cakes to video to caterers to venues, we have worked with some of the best companies in the industry & would love to share their information with you if you need some help or recommendations!



*Q: Do I have to order prints through you?*

A: I highly recommend ordering prints through the gallery that I'll deliver to you online, but it is certainly not required. The difference in quality is HUGE when it comes to ordering through a professional lab, so I encourage clients to let me help with prints!

*Q: What equipment do you use?*

A: I use all of my favorite Nikon equipment. I have 2 Nikon d850s that I use at all weddings. In my bag are the Nikon 85mm, 50mm, 35mm, 24-70mm & 70-200mm – needless to say, I have you covered!

*Q: Do you photograph destination weddings?*

A: Yes! Adventure is my middle name & capturing beautiful images in unknown places is when I do some of my best work. I am more than happy to talk with you about your plans & create a custom wedding collection to suit your destination wedding needs.

*Q: Are the people featured on your site models?*

A: No! Every image on my site & on my social media platforms are regular, paying clients! Aren't they beautiful?!





## WHAT'S NEXT?

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Woohoo! This is super exciting. I'm very happy to work with all of my couples.

Your next step is to shoot me an email & let me know! Within the email, include your wedding date (just in case it changed), your fiancé's name & email address. I'll confirm your date is still available and get the ball rolling.

I'll send you both a contract that you both will need to initial & sign.

Nothing too crazy but will protect us both in case the world goes crazy again. A \$200 deposit & signed contract is required in order to get your wedding day on the calendar. You'll be able to pay that as the last step of your contract, online with a credit or debit card. It is subtracted from the balance due & the remainder of your balance is due no later than the morning of your wedding.

Once everything's signed, we're all set to let the fun begin & we can schedule your engagement session.

As always, if you need any help or guidance along the way, reach out! I've probably, literally, seen it all!



