



West Coast Action Newsletter

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Expanding product line for clients, cloud image storage in 2017



A big big thank you! Thank you to all the Guides, Outfitters, Associations, McKenzie River Chamber of Commerce, Oregon Tourism, Business owners that have rebuilt/restored Vida destination heritage, visitors, outdoor enthusiasts and Oregonians for your patronage to WCAP over the years.



Rebuilding

Physical Hard Drives fail regrettably. In an effort to avert recurrence in 2017, full size original images will be stored on our Cloud server as a backup along with Terabyte HD's. During this restructuring we added an **expanded product line** we're very excited about for the 2017 season. Due to the enormous task of restructuring prior years with new options, available during 2017 upcoming event album listings only. During the beginning of the whitewater season, **May, we are on call**. If you would like your adventure covered, please inform us prior and include your put in/take out times, etc ...

CONTACT US BY: 1. Personal Message on Facebook 2. Lillian@westcoastactionphotos.com 3. A phone call or text message to 541 968 1100. Thank you for your courtesy so we don't miss your adventure on the river.

Expanded Image Sizes - New Products

Excited to announce and introduce new expanded product image sizes and options and free ecards for 2017.

Premium Prints - Offering premium quality C-prints from high-end printers on professional photo papers so that you always receive the longest-lasting and highest-quality photographic prints available. Prints enclosed within Acid-Free flip seal reusable envelope you can reuse to store other memories. Four layers of stiff cardboard packaging to ensure bent free. Handy if prefer to mount your own prints.

Fine Art Prints (or Giclée) ink prints - Epson printers with premium archival ink in 8 colors (cyan, light cyan, magenta, light magenta, yellow, black, light black, light light black) to provide high-quality prints with wide color spectrum. We use different high-quality papers for our Fine Art prints.



Metal Prints - MetalPrints™ are created by infusing dyes directly **into** specially-coated aluminum sheets. Because the image is infused into the surface and not on it, your images will take on an almost magical luminescence. Colors are vibrant and the luminescence is breathtaking. Detail and resolution are unsurpassed.

MetalPrints have an ultra-hard, scratch-resistant, water and weather-proof surface that has been proven to endure the test of time. These prints can be cleaned easily with any commercial glass cleaner...just avoid direct sunlight. All MetalPrints available have 1/8"

rounded edges and can be ready-to-hang with 1/2" Float Mount Hangers. Prints larger than 20x30 use a 1/2" Metal Inset Frame for stability. Metal Prints smaller than 11" x 14" also have a metal easel option instead of the Float Mount.

Canvas Prints - Fine Art

Giclée Canvas products are printed directly onto museum quality canvas material using high quality archival inks, and a Lustre protective coating is applied to the material. The canvas is wrapped over 1.5" thick stretcher-bar frames. Canvas wraps are stylish, ready to hang, with three available edge options:



- **Image Wrap:** The image is stretched to the perimeter of the canvas so that the edges of your images are seen on the edges of the canvas. Note: about 1.5" on each side of your image won't be visible from the front as it will be on the edge.
- **Black Wrap:** Keep all of the original image in view by using a solid black color around the edges of the canvas.
- **White Wrap:** Keep all of the original image in view by using a solid white color around the edges of the canvas.

Wall Peels - Printed on high quality repositionable and reusable, self-adhesive vinyl. Featuring a matte finish for extremely vibrant colors and reduced glare, the end result is a truly beautiful print that can be used as a wall mural or for sticking on other surfaces.



Greeting Cards - Photos printed on one-sided or folded postcards. Postcards shipped to yourself or directly to someone on your behalf.

- Greeting Card with Envelope (5"x7")



- Flat Card no Envelope (5"x7")
- Postcard no Envelope (4"x5.5")

Framed Images - Exquisitely finished Framed Prints, delivered ready to display with hanging hardware attached! Carefully inspected frame to ensure that you receive a beautiful gallery quality handmade product you'll be proud to present and display.

Frame Options: Available frame sizes range from 8"x8" to 24x36" as shown and prints are protected behind acrylic. You can choose from six genuine natural solid wood box or flat frames: black, mocha, charcoal, walnut, cherry, or natural basswood. All wood moldings have a naturally rich finish and grain. All frames are finished with paper backing. Frame sizes larger than 11x14 and 12x12 have a wire hanger, and smaller frames feature a sawtooth hanger.



1. Frame of choice - No Matt
1. Frame of choice - Single Matt
2. Deeper 1.375" x 0.75" Box frame or thinner 0.75" x 1.025" wider flat frame
3. Box Black or Flat Black
4. Box Charcoal or Flat Charcoal (image)
5. Box Cherry (image) or Flat Cherry
6. Box Walnut or Flat Walnut
7. Box Natural or Flat Natural Basswood
8. Ready to hang and display! Frame mounting hardware already affixed for you. We capture your

Frame Size	Print Size	Matting Width
8" x 8"	5" x 5"	1.5"
8" x 10"	5" x 7"	1.5"
8" x 12"	5" x 9"	1.5"
10" x 10"	8" x 8"	1"
10" x 20"	7" x 13"	1.5"
11" x 14"	8" x 11"	1.5"
12" x 12"	8" x 8"	2"
12" x 18"	8" x 14"	2"
12" x 24"	8" x 20"	2"
16" x 16"	12" x 12"	2"
16" x 20"	12" x 16"	2"
16" x 24"	12" x 20"	2"
20" x 20"	16" x 16"	2"
20" x 24"	16" x 20"	2"
20" x 30"	16" x 26"	2"
24" x 24"	20" x 20"	2"
24" x 30"	18" x 24"	3"
24" x 36"	18" x 30"	3"

event with option of professionally mounted, framed memories. Images are printed on Glossy or Lustre Kodak Endura photographic paper and mounted on 1/4" foam board with an optional single mat. Glossy or Lustre Prints on professional Photo Papers, mounted on Foam Board. Ready to hang on the wall.



eCards - eCards are **free to our visitors!** The free eCard email and view page are professionally-designed for a beautiful look within every event album. Allows visitors to send an image in an email to friends, themselves or family. Great way to share their/your adventure and located within our Guide / Outfitter / Event / Sponsor album listing of that day. Great way for participants to share their experience with others.

Expanding Event Coverage, Staffing and Newsletter

Welcoming professional photographers to assist with covering events so we don't miss any action. Expanding the option to join or opt out of future newsletters. Stay tuned for more! Thank you **all** our friends of WCAP.