

**Don't take chances with the most important pictures you'll ever have made.**

When you buy a new pair of jeans, you try them on first to see if you like them and if they fit. You listen to a song on the radio or on a friend's stereo before you go out and get the CD. You test drive a car before you buy it.

It doesn't work that way with senior pictures. You make a decision on where to go *long before* you even see your proofs. Because of that, some seniors choose their photographer because theirs was the first mailing they got, or because their friend went there, or because they advertised what seemed to be a low price.

**Don't do it!** Your senior portraits are much too important to take chances with. They're the pictures everyone remembers you by—in the yearbook, in scrapbooks, in friends' wallets.

Take a look at the pictures in the enclosed flyer. (Go ahead—compare them with pictures from any other studio you get in the mail.) Notice that no two are alike. Notice the variety of backgrounds and settings. Check out the creative choices. And most importantly, look at the clarity, sharpness and expressions—you'll see seniors having fun and looking great!

**Limitless variety, unique and flattering poses, a fun session and a great deal.  
There's only one thing left to do.**

Right now, before it slips your mind, pick up the phone and dial (435) 753-0085 to see if there are any appointment times left and to schedule yours. You'll get one of your big summer projects out of the way while you get the most creative senior photography you can get anywhere.

**But don't delay**—when the available time slots are gone, the 50% or 75% off session specials will be over. We hope to hear from you soon!

Cordially,

Steve, Bree, Brian and Sheena of Mackley Designer Portraiture



P.S. **Only for the first 7 seniors who call:** a FREE "the Skinny" Collection™ of your favorite seven poses, a \$250 value. Have your pictures made into black and white. When you call, be sure to ask about the Skinny Collection™ special and if you're one of the first 7 callers, you'll automatically get the Skinny Collection™ when you place your order. **But don't wait—CALL TODAY!**

**Save 75% Off Any Two or More Sessions**

Call on or before Friday, August 31st for an August or September session appointment and get 75% off any two or more sessions.

(see pg. 2-3 in the enclosed color flyer).

Session discounts are automatically applied. Session fees are prepaid when you make your appointment, either by credit card or by check.

**Save 50% Off Any Two or More Sessions**

Call on or before Friday, August 31st for a session appointment done between Oct. 1st thru 30th and get 50% off any two or more sessions

(see pg. 2-3 in the enclosed color flyer).

Session discounts are automatically applied. Session fees are prepaid when you make your appointment, either by credit card or by check.

**Your One-Time Chance to Save 50%–75% Off Your Sessions at Logan's Most Creative and Fun Senior Portrait Studio**

**Only if you call RIGHT NOW for your appointment at Mackley Designer Portraiture in Logan:**

- Get the best senior portraits anywhere!
- Have more fun than you can imagine!
- Make your appointment now and save!

Dear Class of 2008 senior and parent,

I'm sending you this letter to let you know about a very important deadline to mark on your calendar:



**On or before Friday, August 31st**



That's the **very last time** you'll be able to reserve an appointment time for a **50%–75% off** portrait session at Cache Valley's senior portrait headquarters: Mackley Designer Portraiture in Logan, Utah

If you call **on or before** August 31st, you'll be able to get the very best savings of the year on the photography sessions of your choice (see the center page in the enclosed color flyer).

By calling now, you'll get a big summer project crossed off your list right away. You'll also be assured of getting a time slot at the area's most popular senior portrait studio (read on to see why). And you'll save at least **half off** your sessions.

**Here's how to get the best savings:**

- Call on or before August 31st at 6:00 p.m. and schedule an August or September session appointment, and you can take **75% off** any two or more sessions (see pg. 3 in the flyer).
- Or call on or before August 31st and schedule a session appointment for Oct. 1st thru 30th and you can take **50% off** any two or more sessions.
- Or call on or before August 31st and schedule a session appointment after Oct. 30th and you'll get **\$5.00 off** any two or more sessions.

**"Steve has a great personality and unlimited creativity. He really knows how to make you relax and have fun, even on a bad hair day! The pictures were amazing. I loved everyone of them."**

—Brett Hemsley,

Preston High School

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Mackley Designer Portraiture • 51 South Main St. • Logan, Utah 84321

**LOCAL OR ANY INFORMATION 435.753.0085**

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**CALL FOR APPOINTMENTS 435.753.0085**

## Why do more seniors come to Mackley Designer Portraiture than anywhere else?

Having your senior portraits made is a big deal. You want them to be perfect in every way. You want to have fun and be comfortable. And you want to get a great deal.

At Mackley Designer Portraiture, you get all this and more. Mackley's has been making the most creative senior portraits in Logan, Utah since 1994. In fact, Steve has been chosen as "Master Photographer of the Year" for seven years for Utah & Idaho and recently voted "Best of State 2005". They can make even the most nervous or camera-shy seniors feel relaxed and enjoy their session. And if you call right now for your appointment, you'll get the best deals of the summer!

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**"Voted BEST OF STATE 2005!!!"**

—Best of State Utah

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### Here's what sets a Mackley Designer Portraiture portrait apart from the rest:

- **More choices than anywhere else.** You get to choose the photography styles you like best. Take a look at the seven different sessions on the center page of the enclosed color flyer. The indoor studio has tons of backgrounds and props, so your portraits won't look like anyone else's. If you like outdoor pictures, you can go to some of our exclusive outdoor locations that look great for portraits, or go downtown for a back alley urban look. Have your portraits made with your hobby, sports gear, instrument, pet, vehicle, even your friends or siblings. Tap into your creativity with one of Mackley's digitally-designed portrait concepts. Or show your modeling side and get the portfolio session. At Mackley Designer Portraiture, you'll get portraits done *your* way, that reflect *your* personality!
- **You'll have more fun than you can imagine.** Senior portraits at Mackley Designer Portraiture rock! You can bring your own tunes to play during the session. You can bring a parent or friend along to watch and help out. Steve and Sheena's laid back style helps you feel relaxed so you hardly even know you're being photographed. Because if you **feel** good, you'll **look** great!
- **You'll get great service.** At Mackley Designer Portraiture, you'll get special treatment right from your very first phone call. Plus, you can call any time if you have questions as you prepare for your session. No assembly-line treatment, no kid stuff; you'll love it!
- **Incredible senior portrait values.** *Value* means you get a lot for what you pay. And at Mackley Designer Portraiture, you *always* get the best values. That means, to start off, that you get up to 75% off your session choices if you call on or before August 31st for a September session. It also means getting the stuff you want without having to pay extra for it like you do at other studios, like complete retouching of blemishes, lines under the eyes and other skin imperfections.
- **Extras found only at Mackley Designer Portraiture .** You also have access to options that you can't get *anywhere* else, such as **GraduateCollection**, **CoolEdge** and **Signature** wallets, **the Skinny**, **the Poster**, **the Cube** specialized collage portraits and **the all new "the 4 plus 1" design**. Mackley Designer Portraiture's always on the cutting edge of what's new in senior photography, and your pictures will show it!

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## One less thing to worry about.

The last thing you want to worry about is what happens if you don't like your pictures. At Mackley Designer Portraiture you never have to be concerned. That's because we stand behind our work with the best guarantee in the business:

### Your 105% Portrait Original Guarantee

If you're not happy with your Portrait Originals and there's nothing that can be done to correct the problem in the finished portraits, let us know within three days of viewing them. You can have additional poses taken to your liking AT NO EXTRA COST, or get your entire session fee refunded **plus five dollars** for your trouble!

### Your 105% Finished Portrait Guarantee

If your finished portraits are not *exactly* as you expected them to be, let us know within three days of picking them up. We will do our best to correct the problem quickly, or you get your entire order amount refunded **plus five dollars** for your trouble!

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**"I can't believe my mom made me do this!"**

—Derek Mackley, Sky View High School

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## Unfortunately, there's a problem. And it could be a big one.

Within one or two days after you receive this letter, almost every available 50% and 75% off appointment time will be filled—they go that fast! That means in order to get in on this special deal, you have to call **right now**. This offer will not be extended, and you won't want to miss out on the best savings of the year.

**Remember, you can call any time through August 31st. But you won't want to wait that long.** As soon as you call, our friendly staff of experts will help find a time that's convenient for your schedule. Snooze and you lose on this one.

### When you call, your session discount will automatically be applied.

All session fees are prepaid to reserve your date, either by credit card when you call (MC, Visa, Disc. & Amex accepted), or by mailed check. If you send a check, we will hold your appointment for three business days until it arrives in the mail. If it's not received within three days your time will be given to someone else. (Don't worry, we'll remind you if we don't hear from you.) This way, you won't have to remember to bring any money to your session!

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