

BRIDES OF '85



PRICELESS MOMENTS — Count on a professional photographer to capture all the special moments at your wedding.

Wedding photos: they are your only record of most important day

Many couples who plan a formal wedding also elect to have it recorded with professionally-taken photographs.

Ninety-seven percent of those responding to a survey taken by Bride's magazine said they arranged for photography as part of the wedding. The average expenditure was \$485.

"The best photographs come from a good relationship between bridal couple and photographer," says Vickie Mal, marketing director for Professional Photographers of America, a trade association of photographers. She advises couples to shop carefully.

Most photographers offer wedding package plans. Photo studios generally have from three to 10 different packages at different price points. Each package specifies the number of hours during which the photographer will be at the wedding taking pictures as well as the size of the wedding album and number of prints included.

Typically, packages start around \$350 and range up to \$1,000 or more. The more costly packages provide for larger albums, more photographs and may also

include portrait sittings taken at the studio.

The wedding couple may elect to make up their own package or to work with a photographer who charges a set fee for being at the wedding and then bills each picture separately. However, Ms. Mal notes that as a rule, a preset package price will work out to be more economical.

"Buying a package is like ordering the table d'hote dinner. It's less expensive than the a la carte menu," she says.

Besides a feeling of rapport with the photographer, it's important that the couple like the style the photographer works in. Visit several photo studios before making a decision. Compare what each offers and insist on looking at finished albums at each studio. Ask for and check references, as well, she suggests.

Large photo studios often employ a number of photographers. Make sure that the photographer you meet and whose samples you see is the one who will actually be doing the work at your wedding, she says.

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