



Jen Heredia Studio
Jennifer Heredia
230 E. Cleveland St.
Spring Valley, IL 61362

January 21, 2026

Putnam County Community Unit School District #535
400 E. Silverspoon Avenue
Granville, IL 61326

Thank you for the opportunity to submit a proposal for photography services for your school district! The enclosed information addresses the items outlined in the scope of services.

There are a few requirements, though, that I would like to address directly here.

COMPANY OVERVIEW

Jen Heredia Studio is located in Spring Valley, IL and is locally owned by myself - Jen Heredia. I am a full service school photographer, offering yearbook, sports, event, and candid photography. I have a physical studio in Spring Valley and offer portrait and event packages outside of schools.

EXPERIENCE & REFERENCES

I have been doing professional photography since 2005 and added school photography to my list of services 10 years ago. Starting with 1 school, I gradually built this side of my business, to include 10 school, and growing!

I am attaching 4 letters of recommendation. Please feel free to contact any of these references.

SERVICE APPROACH

Scheduling is done via an email or phone call with me directly. I am the main photographer, but do enlist the help of an associate photographer, who I have worked with on many occasions, when necessary.

Informational communication is provided for the school to distribute. Most schools I work with choose to digitally distribute the information but I am able to also provide hard copies if required. I have included a sample of what parents may receive at the beginning of a school year in regards to picture day. Photo and order specific communication and issue resolution is handled through me directly. I take the necessary steps to be sure that issues are handled.

Data is shared with me by the school usually via email or a google drive link. I follow the same protocol as the school for transferring information. I only share with designated yearbook affiliates in the manner requested by the school. Information is never sold or shared otherwise. I will follow your school's protocol for transferring information.

Once photos are available, I communicate directly with parents to provide a secure proofing galleries online via email. Here, they can place orders and send me messages if they have questions. I also include my email and phone/text in all communication.

I utilize a service that provides payments through stripe. I do not have access to payment account numbers and payment is handled through a secure site.

PRICING STRUCTURE

Current photo package information is enclosed. I do my best to keep price increases manageable and my overall package structure accessible to most families. Last year's increase was \$2 per printed package, but the digital download option remained the same, as an example.

I do not have a formal incentive program in place, but provide ID Cards at no charge to select schools, and would consider that option for you as well. I am open to discussion about other incentives, if you would like.

I am looking forward to talking more about photography services for Putnam County! Thank you, again, for the opportunity to provide information.

Sincerely,

Jen Heredia



815.228.9488



jhstudioonline@gmail.com



jhstudioonline.com

2025-26

SCHOOL PICTURE DAY

September 26



WHAT TO EXPECT

On Picture Day...

Students will receive a photo card with a unique code. Hovering over the unique code or entering the code at jhstudioonline.com when you receive the card will prompt you to sign up to get a direct link to photos once they are ready!

See Photos First!

Photos can be viewed in your private gallery by clicking on the link in your email or going to the website and entering the code given to your student on picture day. If you visit before photos are ready, please sign in! You will be notified when you can return & see them! We do our best to make photos available within 1 week of picture day.

Ordering Photos...

Photos are ordered online. They print and ship from a professional photo lab. We do not accept orders on picture day. Please contact us directly if you are not able to order online.

FREE SHIPPING on your School Photo Order!

Online school photo orders received on or before October 17 will be shipped to the school for FREE! Orders received after October 17 will be shipped directly to your home and will incur shipping charges.

Downloading Photos...

Digital downloads are available for purchase! After completing your purchase, you will receive an email with download instructions and permission to print your purchased file at your photo lab of choice.

A Thank You Note from your Photographer!

I'm Jen - the main (but not the only) smiling face behind the camera on picture day! I'm a local photographer and owner of Jen Heredia Studio. Photographing schools and sports leagues became a focus 10 years ago, and I couldn't be more grateful for the encouragement I have received along the way! I spend a lot of time behind a lense in our community - I always want to do my best, but knowing I may see you while living and working here drives me to work a little harder. Phone calls, texts, and emails are answered by me, and if there's an issue, I work to make it right, while treating people as I want to be treated.

The days are busy, but I get to spend them doing what I love because of the support of people like you! Thank you!!



TO ACCESS PICTURES

Use your phone's camera to hover here and add the code given to your students on picture day!

or go to
JHStudioOnline.com

If pictures aren't available, **SIGN IN!**
It just takes a minute **AND**
You will be notified when pictures are available.

Photo Packages

[order online]
JHStudioOnline.com

Package A \$40 2- 8x10 3- 5x7 4- 3.5x5 12- Wallets	Package B \$35 1- 8x10 4-5x7 2-3.5x5 12- Wallets	Package C \$30 3- 5x7 4- 3.5x5 12- Wallets	A LA CARTE 8x10 Print \$17 (1) 5x7, (4) Wallets \$17 (2) 5x7 Prints \$17 (4) 3.5x5 \$17 Set of 8 Wallets \$17
Package D \$25 2- 5x7 2- 3.5x5 12- Wallets	Package E \$20 1- 5x7 2- 3.5x5 8- Wallets	Package F \$17 2- 3.5x5 4- Wallets	
DIGITAL DOWNLOAD \$15			

the **PROCESS**

- Secure Individual Student Galleries
- Access For Schools To Information In A Variety Of Ways
- Parent Access & Communication
- An Efficient Picture Day



March/April: Book your Picture Days for the following school year

Experienced, local photographers bring a mobile studio set-up. We use our experience, professional lighting, and our friendliness to capture your students' smiles.



1 Week Prior to School Photo Day

School provides student roster and staff information in excel or csv format. Information to be provided:

First Name | Last Name | Identifier | Grade/Group | Teacher | Parent Email



PHOTO DAY

Each student receives a photo card similar to the one included. The photographer will photograph the photo card, then the student, and return the photo card to the student to take home to parents. Parents can scan the code and add additional contact info for photo notification.



1 Week After Photo Day

Edited photos are uploaded into individual student galleries. A "Gallery is Ready" message is sent to parents with an email/text # on file. Parents can follow the link in the email for easy access to their student(s) photos. A "Photo Ready" email message will be provided to the office to distribute with normal parent communication. If parents have the photo card, they can also access photos by scanning or typing the code on the card.



3 Weeks After Photo Day - Ship to School "Free Shipping" Deadline

Parents can order photos through their online gallery. Photos ordered by this date are shipped to the photo studio for sorting and delivered to the school to distribute to students to take home. Photos are still available for order through June 30. However, photos ordered after the Free Shipping deadline are sent directly to the customer.

PHOTO DAYS CAN INCLUDE

(but are not limited to)

End of Summer/Early Fall Sports
School Photo Day
Fall Sports
School Retake Photo Day

Winter Sports
Spring Sports
Clubs & Organizations
Cap and Gown Photos
Graduation Ceremony



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YEARBOOK *options*

- Photos Provided to Existing Yearbook Vendor
- Affordable Yearbook Options
- Outsourced Item, or a Tool to be Used by Your Team



Your Yearbook Supplier - Or Ours

All school photos are provided in a standard PSPA format for upload to most yearbook providers. Jen Heredia Studio has affordable yearbook options that provide a user-friendly online interface, allowing for easy collaboration. Hard cover and soft cover options are available in multiple page numbers to

fit any size school and format requests. This tool also allows for per student customization. I am happy to discuss the yearbook opportunity as an outsourced item, or a tool to be used by your team.

other

KEY POINTS



School Sports/ Organization Photos

Individual and Team photos will be taken as directed by the school. Scheduling can be grouped as it makes sense for the school and availability of dates. Sports photos are provided in galleries specific to the sport, locked with a unique school access code. Memory sheets are also provided (individual picture and team photo on 1 designed 8x10)



Cap & Gown Photos

Graduates are encouraged to participate in cap and gown photos. We can tailor this offering to fit each school's requirements.



Online Administrative Gallery

Photos are provided to designated school staff in a separate gallery that is password protected. Student and staff portraits, sports individual and team photos, and candid photos are loaded into a gallery that is archived by school year. Yearbook staff and school representatives can download photos in full resolution and use for school and administrative purposes.

ADMINISTRATIVE GALLERY CONTENTS

(but is not limited to)

Yearbook Photos As Requested:

- By ID# for upload into Teacherease and other similar school tools.
- By Grade Number, Last Name, First Name, for ease of finding students in

the administrative galleries

- By Teacher, for class specific projects

Sports Teams

Sports individuals

Sports Candid's

Clubs & Orgs

Dances (when contracted to do so)



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Dimmick Community Consolidated School District #175
"EXCEPTIONAL CHARACTER, ACHIEVEMENT AND LEADERSHIP"
297 N 33rd Road LaSalle, Illinois 61301 | www.dimmick175.com
Phone 815.223.2933-Fax 815.223.0169

April 19, 2024

To whom it may concern,

I am writing this letter to recommend Jen Heredia for any of your photography needs. We have had the pleasure of working with Jen for the past 3 years here at Dimmick School and she has been wonderful to work with. She has taken our student, staff, sports, and extracurricular pictures. She also comes at the end of the year and takes photos for our graduation ceremony.

Jen is extremely flexible when it comes to dates and working with any last minute changes. When Jen is here working with the students she shows patience, kindness is always extremely pleasant. She is also generous with providing her photos so we can create our yearbook. We are looking forward to working with her next year and in the future.

If you have any further questions please feel free to contact me.

Sincerely,

Jennifer Krolak
Administrative Assistant
Dimmick Community Consolidated School District #175
297 N 33rd Road LaSalle, Illinois 61301
Phone 815.223.2933 - Fax 815.223.0169



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Jennifer Heredia
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Nick McLaughlin, former Principap at St. Bede Academy has given permission to use this quote:

“She has more than exceeded my expectations and did a wonderful job for us. Many of our students enjoyed working with her as well. She has been awesome to work with and we have her coming back next school year.”

-N. McLaughlin, St. Bede Academy

I have informed Mr. McLaughlin that you may be contacting him for a reference.

He can be reached at (815) 993-6879.



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S.V. C. C. SCHOOL DISTRICT #99
Julie DeFore, Superintendent
Shelly Nauman, Principal
Adam Falkenhayn, Assistant Principal

JOHN F. KENNEDY SCHOOL
999 North Strong Avenue
Spring Valley, IL 61362
Phone (815) 664-4601 (Kennedy Office)
Phone (815) 664-4242 (District Office)
Fax (815) 664-2205

1/21/2026

To Whom It May Concern,

I am pleased to recommend **Jen Heredia**, who serves as our school photographer. Jen is consistently professional, well-organized, and a pleasure to work with.

She has a natural ability to work with children, making them feel comfortable and at ease, which is clearly reflected in the quality of her photographs. Jen manages photo days efficiently, communicates clearly, and ensures everything runs smoothly from start to finish.

Most importantly, Jen takes outstanding pictures. Her attention to detail and creative eye result in photos that families and staff truly appreciate. She takes pride in her work, and it shows in every project she completes.

I highly recommend Jen Heredia for any photography opportunity and am confident she would be an asset to any school or organization. Please feel free to contact me with any questions.

Sincerely,

Michelle Villarreal
Administrative Assistant/ Yearbook Coordinator
Spring Valley Elementary
815-664-4242

Service with a Local Flair

If you've ever had the feeling that your students were a number, welcome to a refreshing attitude in school pictures! Because we are **local photographers**, we are **accessible, flexible** and **WE CARE**.

Consider us an extension of your team, ready to work with you to get the school, your students, and your families memories in the form of photos!.

Trust that is Earned

We ask for a full school year to earn your trust. After a review with your team, a 3-year long commitment would be appreciated.

Optional Services



ID Cards

ID Cards are provided if required by the school. Your ID Card requirements are discussed during scheduling.



Candid Sports Photos

JH Studio will cover 1 game/event each for your varsity/8th grade teams. Photos will be stored in your administration access gallery for yearbook use. Additional coverage can be provided for a fee.



Sports Banners

Recognize your Senior & 8th grade athletes/participants with a designed banner. Discounted pricing options with free design for JH Studio schools!



Fundraising Opportunities

We offer ways for the school or parent/teacher organization to earn money towards their goals.

Professional & Friendly

Experienced, local photographers bring a mobile studio set-up. We use our experience, professional lighting, and our friendliness to capture your students' smiles.

Images are available to see prior to purchasing photos and/or digital downloads. Photo prints are printed in a professional lab for delivery to your families through a 1-time batch to the school for early orderers or via USPS.

Portraits, Posed Sports & Cap and Gown (High School, 8th Grade & Pre-K)

School Yearbook photos can be scheduled in one or multiple days. We schedule an additional day for retakes. Posed sports photos are generally scheduled in 3-4 dates throughout the school year. Cap and Gown posed photos are typically taken early in April. Scheduling is flexible!

Secure Photos & Payments

Individual student photos are contained in private galleries, while sports photos are protected with a school-wide password.

Online payments are securely processed through a third party, so credit/debt card information isn't exchanged at the local level.

Yearbook Options

We have options for yearbook coordinators, or can take care of the yearbook for your school for a fee. We can even make the yearbook a fundraiser!

Yearbook Pricing Example - 20 full color pages with a Soft Cover ranges from \$16 per yearbook depending on your fundraising options.

Free Staff Downloads

Discount Staff Prints

Flexible Scheduling

ID Cards

Optional Sports Candid Photo Coverage

Optional Sports Banners

