

SOLO SHOW POSTCARD GUIDELINES

The Gallery currently requires that postcards be printed for full member's and guest artist solo shows so that they are available to the public at the Gallery. The Gallery Manager will print the postcard for you after you send him an image and the Gallery Manager can help you photograph your artwork.

POSTCARD SPEC'S:

Size: The default postcard size is 5x7 inches but there are several options for the size. If you wish to have a different size, contact the Gallery Manager for options.

Resolution: 5x7 inch (or different size), 300 dpi, hi-res jpg.

Front Side: There are no restrictions or oversight for the image on the front of the card, except that the Gallery Manager will ensure that the quality of the file is sufficient for printing. The image can bleed or have a white border. (Bled images will cut off part of the edge of the image. Talk with the Gallery Manager for options).

Back Side: The back of the card is a standard format for brand consistency but the artist can add their website, notifications of events, sitting times, etc.

QUANTITY:

Currently the default number of postcards printed is 250. The Gallery will keep 100 to be available to the public. If you wish to have more or less postcards printed, contact the Gallery Manager.

PROCESS:

The Gallery Manager will send an email with the timeline and due date (normally three months before your show). To start the card, send the Gallery Manager a 5x7 inch (or different size) image (300 dpi, hi-res jpg), exhibition title, and full caption: title, media, size, year. The Manager will send a draft for the artist's ok or edits. Allow 2 weeks for printing and delivery.

OTHER NOTES:

RE: ASSOCIATE ARTISTS IN GALLERY 3

Associate artists showing in Gallery 3 are not required to have a postcard but if they do, they pay for their own postcards. The Gallery Manager can help with the design and sending the job for printing.

RE: ADDITIONAL MARKETING MATERIALS

The artist is free to also create other promotional materials such as a brochure or catalog and have them at the gallery.