

# Prospectus – October 23 2020

NMP's 4th Fridays VIRTUAL PHOTOGRAPHY Exhibit

**Get your photography groove on & dive into our monthly-juried virtual photography exhibits! [Yep, any camera will do.]**

## *Since the pandemic...*

We love our artists and we love all art mediums, however, we feel that photography is the medium that best shows itself online in a jpeg.

Until we are cleared to meet in person again, we're 'pausing' all other art mediums for our virtual exhibits, as we just don't feel the digital representation does the brush strokes, clay, carving, textures and other important details justice. Please hear our desire to re-instill our 'all mediums' art exhibit once we are able to meet again safely.

## **Call for Artists for Photography**

- Open themed juried photography contest open to regional and national photographers
- **Submission deadline – Sunday, Sunday, 1018 2020 by MIDNIGHT**
- Different appointed jury teams from all over choose the accepted artwork each month.
- Accepted artwork will posted in our new FASO Gallery by Friday, September 25<sup>th</sup> and will live online there forever.
- Non-refundable online-only submission fee - \$25 for up to 5 pieces submitted
- Online submissions only on our website : [www.NancyMerkling.com](http://www.NancyMerkling.com)
- Photography will be offered for sale [matted] to buyers through Jim Pierce at Downtown Pro Photo. [Yes, you can sell your prints more than once from this virtual event – even later down the road!] NMP handles sales and the virtual gallery commission is 20%. See details for cost of goods for orders at the very bottom to assist you with your pricing.

### **\$400 in CASH Awards**

**Best of Show \$100**

**People's Choice Award – \$50**

**Honorable Mentions [5 total] \$50 x 5 = \$250**

### **Deadline – Sunday, Oct 18 2020 by MIDNIGHT**

Non-refundable submission fee – \$25 for up to 5 pieces submitted.

Improper submissions will not be accepted nor refunded.

Feel free to email us for questions – [submissions4thfridays@nancymerkling.com](mailto:submissions4thfridays@nancymerkling.com)

### **Jpeg Preparation & Online Submissions**

#### **Formatting your image files prior to submission:**

1. jpgs in standard format, with the LONGEST SIDE AT EXACTLY 2100 px
2. JPGS MUST BE LABELED: yourlastname firstname art title.jpg *[please add a number at the title end IF submitting more than one untitled piece – ie - jones\_me\_untitled1.jpg; jones\_me\_untitled2.jpg]*
3. Type the url [www.nancymerkling.com](http://www.nancymerkling.com) in your browser, click on the second section that says 4<sup>th</sup> Fridays and follow the leads.

## Acceptance Notification

E-mail notification of accepted or declined works will be sent no later than midnight, **Wednesday, Octobr 21st.**

## Eligibility and Conditions

### **ACCEPTANCE IN THE EXHIBIT IS NOT GUARANTEED.**

Original works executed by the artist which have not been previously displayed in a 4<sup>th</sup> Fridays exhibition are eligible. Incomplete entries will not be considered nor fees refunded. Entry fee is non-refundable nor transferable.

## Artist Guidelines

- All accepted work must be for sale and will be subject to a 20% commission if sold via our virtual gallery. Payments to the artists will be issued from our accounting department within 3 weeks of the sale.
- Submitted artwork may be used for marketing and publicity. Artist will be credited, of course.

## Your Moral Compass

If potential buyers approach you personally after seeing your work online in the 4<sup>th</sup> Fridays Virtual Exhibit wanting to cut a deal, not cool, right?

4th Fridays acts as an agent for the artists to submit, exhibit and sell artwork. Sales tax is collected and paid on each sale. Artists are responsible for compliance with their own income taxes on the sale of their artwork.

## Copyright

Artists are responsible for understanding and following any copyright laws and international trade laws that may apply to their work. "4th Fridays" assumes no responsibility for checking copyright permission. We reserve the right to modify these guidelines as circumstances arise.

## Pricing Help

All artwork must be for sale. If works are purchased through our exhibit, the order will be sent to Jim Pierce at Downtown Pro Photo. When pricing your artwork for sale, please consider the cost below coming out of your 80% of the sale price. [Our commission is 20%.]

All prints will be printed at 9x6 [for 3:2 crop ratio] OR 10x8 [for 5:4 crop ratio] AND archivally matted to an outside edge of 14x11. Cost for you is \$28 : \$16 for print/mat and an additional \$12 for shipping.

So, doing the math for an example –

If your price is \$150 – [We add in and collect sales tax on top of that.]

\$150
30 20% commission for NMP
<u>28 printing, matting, mailing</u>
\$92 paid to you

If your price is \$100

\$100
20
<u>28</u>
\$52 paid to you

If your price is \$125

\$125
25
<u>28</u>
\$72 paid to you

If your price is \$75

\$75
15
<u>28</u>
32 paid to you