OK, we’ve registered for the Spring Jubilee, now what do we do?

I hope I’ve included everything, but if you have any questions, please don’t hesitate to contact Helen Gromadzki sugarandspice67@gmail.com or Kathy Enos kjtrme@yahoo.com for additional information. Both are experienced at displaying their work for the large, all-day shows.

1. As soon as you finish your original painting, do one of the following to make a copy:
   a. If the original is <8.5 x 11, scan it and save it to your computer files. (I save mine in categories, such as: Landscapes, Still Lifes, Portraits, etc., so I can find them easily.)
   b. If it’s >8.5 x 11, take a photograph of it (See “Photograph Art for Prints” on the CPPG website www.pencilpainters.com. Give it a file name and save it to a “flash drive” and take it to Office Depot to have them print it for you. Ask for card stock, or if you have Epson Borderless Matte Paper – Heavy Duty print paper (or some equivalent print paper), you can take that with you. Either will work well.
   c. If you have a good quality color printer, you can print it at home if the original is <8.5 x 11”. Large carriage printers are expensive, and the ink is costly too. It probably works out better to have Office Depot print your work. Make sure you take your original with you so you can match the color of the print correctly. If it doesn’t match well, ask them to try again.

2. To display your print, you will need to (preferably) have it matted (either single or double mat). To protect your art, you should have it in a clear bag with a backing board (a 4-ply acid-free heavy stock that is heavier than 110# card stock.
   a. to purchase Clear Bags and Backing Boards, go to www.clearbags.com. There are hundreds of sizes, but try to stick to just a few standard sizes when planning your original and prints. Most popular are 11 x 14” and 16 x 20”. Below are the Item Numbers for some standard sizes. You’ll want to be sure the clear bags are slightly larger than your matted print, by about ¼ inch. BTW, there are other companies that sell these items, so Google clear bags and backing boards for other suppliers and compare prices. Shipping charges are high for small orders, so you may want to try to get a group of artists to purchase together.

   Clear Bags: B8 (8x10); B11S (11x14); B12 (12x16); B16S (16x20); or BA4 (8.5x11). Bags are usually sold in lots of 100.

   Backing Boards: BACK 8 (8X10); BACK 11 (11x14); BACK 12 (12x16); BACK 16 (16X20); BACK811 (8.5x11). Check the website for current prices. They are usually sold in lots of 25 boards. For clear bags to hold greeting cards, I use B5B2PC (5X6”). This size will hold 7-8 cards and envelopes. You may request a sample of bags from Clear Bags.

3. Use “Framing Tape” (can get it at Dick Blick: Item #23028-1000, Framing Tape II, Clear 1” for $8.51). This will last you a long time! DO NOT USE MASKING TAPE. It dries out and your print will fall inside the frame eventually. Attach your print to the mat with about a 5” strip, by taping across the top of the print ONLY. Do not tape the sides or bottoms, to allow for weather-related expansion or shrinkage. This will prevent your print from buckling. Place your backing board on the back, then insert everything in a clear bag. Do not attach the backing board to the matted print. Leave it loose in the clear bag. Mark your price.

4. You may want to purchase a print rack so you can show your prints professionally. This is required in most shows in The Villages, as opposed to putting your prints in a cardboard box or
plastic tote. The one pictured is from Cheap Joe’s, Item #CJPR-BLK, and sells for $43.99. Be sure the rack you select has a flat bottom, or your prints will bunch up in the rack. If even a simple print rack is beyond your means, and if they are allowed, use a clean plastic tote.

5. To frame your own original, please see “Framing Art” on our website www.pencilpainters.com. A good place to buy ready-made frames is from Michael’s or Hobby Lobby, when they go on sale or there’s a 40-50% coupon offered. You can buy some that are already matted, with glass, and ready to hang. Your framed originals and prints should be wired and ready to hang when you display them. No saw-tooth hooks are allowed in any Judged show in The Villages. The framing wire can be purchased at any hardware store, such as Ace’s Hardware. If you can’t resist buying an open back frame (one without mat or glass), you can purchase glass cut to the size you need at Ace’s Hardware. Take the frame with you to make sure it fits properly after being cut.

6. To display your framed artwork, you may need to purchase some easels. They need not be expensive or fancy, and you may be able to find what you need at Wal Mart, Target, or Jo-Anne’s Fabric. I prefer to use an easel that is foldable for easy storage. The one shown is from Cheap Joe’s, Item #MUD-010, $16.89. This model comes with a bag for storage, and folds completely. It will hold paintings up to 18 x 24”. You’ll find the ones at Wal Mart, etc. much cheaper. If easels are a more expensive investment than you’re willing to make at this time, your artwork can be displayed flat on the table.

7. To learn about displaying your art, see “Displaying Art” on our website. This is only one example of how to display your art. For a simple display of perhaps about 4-5 paintings, just cover your table (a plain sheet will do), and set up your paintings. The tables in most Rec. Centers are 6’ x 30”. However, the ones at Savannah Center are 8’ x 30”. If you are purchasing inexpensive fabric (I used black lining fabric that I found on sale at Jo-Ann’s.), you might want to consider getting a piece long enough to cover an 8’ table, then just fold it over in the center to pick up the slack when you’re displaying your work on a 6’ table. A plain tablecloth will also work.

8. Pricing your work. This is probably the hardest part. If you have the opportunity to visit a local art show, check out the prices other artists are charging for their prints, originals, and greeting cards. If you are fairly new to painting and displaying your art, your prices should reflect this. If you are an experienced artist with a following, you can ask quite a bit more. Keep in mind that the price even an experienced, award winning artist can get in The Villages, will be much lower than you could sell the same piece for in Ocala, Leesburg, or Mt. Dora, etc. Consider the amount of time you spent developing the piece, how much the frame and matting (if used) cost you, and the size of the artwork. Pricing is one of those things you’ll have to feel your way through. For a small original (8x10 or 9x12) matted, w/o frame, perhaps a good starting place would be around $60-75. For a matted print, you might charge around $20-25. Work your way up from there depending on size, but listen to the buying public. If you’re selling your work well at a given price, next time, you might want to consider charging a little more. If your work isn’t selling at all, perhaps your price is too high. If your artwork has begun to win awards, you can increase your prices.
9. Print/Frame/Mat Size Guidelines

(Sizes given assume use of a double mat unless stated otherwise.)

<table>
<thead>
<tr>
<th>Frame/Mat Size</th>
<th>Art Size</th>
<th>Inside cut of mat</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>8x10</td>
<td>5x7</td>
<td>4.5 x 6.5</td>
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<tr>
<td>9x12</td>
<td>6x9</td>
<td>5.5 x 8.5</td>
<td>Single mat</td>
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<tr>
<td>11x14</td>
<td>8x10</td>
<td>7.5 x 9.5</td>
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</tr>
<tr>
<td>12x16</td>
<td>9x12</td>
<td>8.5 x 11.5</td>
<td>Single mat</td>
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<tr>
<td>14x14</td>
<td>10x10</td>
<td>9.5 x 9.5</td>
<td>Single mat</td>
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<tr>
<td>16x20</td>
<td>11x15</td>
<td>10.63 x 13.63</td>
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</tr>
<tr>
<td>18x24</td>
<td>13x19</td>
<td>12.63 x 18.63</td>
<td>Single</td>
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Use the above guide when planning your original painting. Stick with standard sizes for your original. Some people only paint in one size (e.g., all 11 x 14”), then when you buy clear bags and backing boards, or frames, it makes it much easier to keep just one size on hand.

10. Bring about $100 in change (tens, fives, and ones). Price everything to the nearest dollar. Not $25.50, etc. It saves time and trouble. During one of my first sales, my customer presented me with a $100 bill for a $25 print. It doesn't happen often, but it can. Be prepared. Also, keep your money on you. Don't keep it in a cash box unless you plan to guard it all day. It can easily walk away. I have always accepted cash or checks, and never had a check bounce. I prefer checks from local banks, but that's completely up to you.

11. When people approach your display, SMILE, and greet them. Ask them if they're enjoying the show, etc. It keeps them at your display, and leaves them with a good impression of the club you represent.

12. GREETING CARDS. I've often been asked if they’re worth printing and selling; is it cost effective? It’s very difficult to determine how much they’re actually costing you for colored ink cartridges, so this is always difficult to answer. I like to offer them because people usually like to buy something at these sales, even if it’s a small token piece. Cards also draw people to your table. You don’t have to purchase a fancy acrylic display rack – a plastic shoebox will do. Some artists just offer blank cards inside. I usually offer both blank and cards with messages for special occasion cards: Christmas, Season’s Greetings, Birthdays, Sympathy, Thank You notes. Many people have told me they never know what to say in a card, and find a prepared message helpful. I charge about $2.00 more per package if there’s a message inside. I keep the wording very simple: Merry Christmas and a Happy, Healthy New Year, etc. Use commercial greeting cards as examples for inside messages. I prefer to use 110# card stock (available at Office Depot, Staples, and Wal Mart), but some prefer the 65# card stock, a lighter weight paper. The price isn’t that much different, but the 110# stock is classier, I think. (Like a homemade Hallmark, vs. something you bought at a Dollar Store!) A paper cutter is almost essential if you’re going to make cards because the cards are printed 2 to a page, so they have to be cut. I bought a professional 18” cutter because the blade is replaceable, and it stays sharp longer. I use it so often for many things!

As you can see, selling your art requires an initial investment in display equipment. Keep it simple and to the basics to start, then add to it gradually as you begin making money from your art. Watch for sales. You may not realize a profit from your first show, but it’s partly about getting your name and your work out there. Eventually, you’ll have repeat customers.

The best part of all? It’s realizing that of all the art displayed that day by all the artists in the show, a customer chose YOUR art to purchase. That’s an amazing feeling that will keep you floating on a cloud for some time!

ENJOY THE WHOLE EXPERIENCE.