

# I. Wunder Photographics

## Artist Submission Instructions

- 1) You need at least 20 images to be included and can submit up to 40 images.
- 2) We will need JPG's of all submitted images with the files being @ 100 DPI and 600 pixels at the longest side for the web. All images need to be saved at the proper viewing position. Images not conforming to these specifications can not be used and will be bounced back to you for correction. If you are unable to convert your images we can do it for you at a charge of \$1.00 apiece.
- 3) You will need to have in your possession an acceptable master printing file that meets our high quality standards. We would like to see files that are native 16 bit tiffs or PSD's that are around 50 megabits or larger. Depending on size of the finished piece sometimes the file size can be smaller, we prefer the largest native file size you have. If you do not have a file of that quality you will need to have it shot or the original has to in your possession so that it can be shot before it's out of your possession. Meaning if we sell a repro of the work, we need to know you have a sufficient file we can print from or that we can shoot the piece so that we can sell the repro. All master files need to be checked if they weren't produced at I. Wunder Photographics. If you need any pieces shot, let us know. Art work to be shot is \$25.00 apiece, with proofing \$35.00.
- 4) This opportunity to be included in our marketing to this large area is opened to artist we fell have a mature personal vision and expression.
- 5) Acceptance of your submission will be based on the overall feeling that we like your work and that it is salable in this market. Let me say that we currently have a very diverse scope of artist with great range of images.
- 6) We leave pricing up to you and would like to share some guidelines with you in pricing. Take note that these types of sales are volume sales to the client even if you are only selling one piece for the entire installation. On the clients end they might be buying thirty pieces, so we recommend that the price of the piece be at least 25% lower then if you sold it in a gallery. Also, take note that Giclee's are not the originals and have to be priced lower then the original. Some people

- think the reproductions starting price should be a third of the original price. This does not pertain to photographic art.
- 7) When filling out the data submission form you need to fill out the “Filename” exactly as the file you are submitting is called. Your data will not transfer correctly if this is not done. So check your entries before submission. If we find inconsistencies, we will have to send back the form to you for correction. The fields are pretty simple. Filename = the exact name of the file you are submitting, “Title” = The title of your piece that will show under the title field, “Medium” = whether it’s a print, canvass, material, or photo, “Size” = the size of the original, “Price” = the price of the repro at that size, “Edition” = if this piece of artwork is part of an Edition, fill in the number of the edition here, and “Limitation” = any limitations that need to be stated such as a size limitation or any geographic limitation that the piece can’t be sold in. If clients want something smaller or larger, we will adjust the price by square foot to percentage of the increase or decrease in size of the piece.
  - 8) Submission of files and the agreement can either be electronic or regular mail. The Excel Image List has to be in file form only. Electronic signatures are acceptable so attaching the agreement to an email is fine. Email submissions to [iwunder@optonline.net](mailto:iwunder@optonline.net) and our fax number is 914 574-8308. Please take note to initial each page at the space provided at the bottom left of each page.
  - 9) If you have any questions please feel free to call us at 914 681-5140