

CONGRATULATIONS! You have been juried into the ARTIST & GALLERY DIRECTORY.

To assure the directory is of the highest quality and has a consistent look, we will design the directory and all the pages. It will be up to the artists to provide "high quality" photographs of their art. If the images are of insufficient quality (sharpness, exposure, color balance, composition, digital resolution) the artists will be asked to resubmit professional quality images.

Materials you will need to provide for your directory page:

- We will need digital photographs of your artwork suitable for reproduction.

Color printing requires much higher resolution than images used on a website. We must have a minimum size of 1920 pixels on the long side in .jpg format. When saving the file as a .jpg make sure you save it at the highest "Quality" possible. Typically, high resolution .jpg files will range in size from 2MB to 3MB.

The number of photos you need to provide will be determined by how many you want to use. The maximum number is 3 for a single page and 8 for a double page spread.

We suggest art galleries include one photo of the interior of their gallery to give readers a feel for the gallery and an idea of the art on display.

For each photo of artwork we will need it's TITLE, MEDIUM, and SIZE. The artwork's PRICE is optional. Having a price could increase the possibility of a sale.

- We will need an artist or art gallery statement (to describe your art or gallery to the public). Space is limited and you are limited to a maximum of 650 characters (including spaces).
- We will need your contact information. If you are an art gallery, we suggest you include the days & times you are open to the public.

Sample of contact information we will publish:

Artist or Gallery Name
Address (optional for artists)*
City, State Zip (optional for artists)
Business hours: (for Galleries and studios open to the public.) One option is to say "by appointment only".
Represented by: Your gallery name (for artists)**
Telephone (optional for artists)
Website***

E-mail (optional for artists)

*artists working out of their home will need to decide just how much contact information they are comfortable making public.

** If your gallery has a page(s) in the directory we will show the gallery's page number by their name.

*** purchasing a page in the directory will include a link on our website to a PDF of your page. If you don't have a website we can make a simple two or three page website for you as a part of our website – www.stlouisartistdirectory.com. Call us to discuss website design and prices.

- A digital copy of your QR code. A QR code is an easy way for someone to access your website on their smartphone or iPad from your printed directory page. If you have a QR code please send it to us. If you do not have a QR code, we can create one for you at no additional cost. Generally, your QR code can be sent as a .jpg or .gif file.
- You will receive a PDF proof once your page has been designed. It will be important that you check your page for errors and give your approval via e-mail or telephone before we send the directory to the printer.

We must receive all materials and payment in full by October 8th to design your page(s).

How to get these materials to us?

The easiest way to get these materials to us is via e-mail. Your artist statement, contact information, QR code and one high resolution photo can be sent in one e-mail. If you are using more than one photograph on your page we suggest you send each additional photograph in a separate e-mail. Tell us in the e-mail subject line how many photos you are sending. As an example, 1 of 3 photos, 2 of 3 photos and 3 of 3 photos.

Send all materials to: garry@StLouisArtistDirectory.com

How to pay for your page(s)?

Below is a price chart to determine what you owe.

Single Page 1 photo	\$295
Single Page 2 photos	\$315
Single Page 3 photos	\$335
Double Page 2 photos	\$590
Double Page 3 photos	\$610
Double Page 4 photos	\$630
Double Page 5 photos	\$650

Double Page 6 photos	\$670
Double Page 7 photos	\$690
Double Page 8 photos	\$710

You can pay for your page(s) by using PayPal, credit card or by check.

To pay using PayPal go to this link:

www.stlouisartistdirectory.com/deadlines.htm

It is the "Deadline" page on our website stlouisartistdirectory.com.

You may also pay for your pages and photos by calling Garry McMichael (314 773-4112) directly and providing your credit card information over the phone. For security, **DO NOT** send your credit card information via an e-mail.

You may also pay by check: Determine your total using the page/photo number chart above. Write the check to **Digital Imaging & Design** for the total amount and mail to:

Digital Imaging & Design
1926 Allen Avenue
St Louis, MO 63104

Deadline for receiving materials and payment is October 8th.

Timeline:

October 8th - We need to receive all materials from the artists and art galleries.

October 13th - Directory layout will be completed and a PDF proof of your page will be sent to you.

October 15 - We will need to receive your page approval. The directory will be sent to the printer.

November 3rd - Directories will be mailed to art patrons and distributed throughout the area. We will contact artists to work out getting the directories to them. Directories can also be picked up at our studio.

Thank You,

I want to thank everyone involved in this directory. Without your encouragement and support, the ARTIST & GALLERY DIRECTORY would not have been possible.

If I have overlooked something, or you need help, please call me at 314-773-4112 or e-mail me at garry@stlouisartistdirectory.com.