

Artwork Network can work for You.

We are not a typical gallery. Artwork Network is creating opportunities for art. We are a web-based marketing and management system for artists. We work to save you time and money by sharing your artwork with the world through a myriad of marketing techniques. You are then free to focus on what is important, your artwork.



Content Management: We create an online gallery of your artwork, managing all site image preparation, uploads, updates and changes.



Access: Artwork Network is working for you 24 hours a day, 7 days a week. Our online gallery stays open for art enthusiasts, collectors and designers around the clock. Your artwork is on display to show whenever the viewer is ready to be wowed.



Online Marketing: We are talking about our business and about you on Google, Twitter, Facebook, MySpace, LinkedIn, YouTube, E-Newsletters and blogs. We are continuously growing our number of followers and subscribers, providing more traffic to your artwork.



Consulting: Artwork Network works closely with businesses, collectors and designers to help them find artwork for their commercial and residential projects. We are helping connect your work to our clients.



Online Art Gallery: Showcase your one-person show to the world. Your personal online gallery will highlight up to 32 images of your best work. This can be an additional marketing tool for you or can serve as your main online presence. Ask us about customizing your domain name!



Additional Inventory Section: Use this section to market up to 40 additional pieces to potential clients and as a secure backup record of your inventory.



Sold Artwork Section: Utilize this section to highlight pieces you have sold, for how much and to whom. This helps to establish price history, provenance and encourage commissions.



Lead Follow Up/Sales: If a potential client is interested in your work, you have the option to have us follow up on leads and facilitate sales for you. We are equipped to take credit cards, handle shipping and collect/report sales tax.



Online Searching: How do buyers find your work? Your style? Your color? Your media? Or even your personal website? We input searchable data descriptions with each of your pieces so viewers can search by artist, type, media, style, price, colors and more. We put your artwork at their fingertips.



All About the Artist: This section enables buyers to see who you are. Post your biography, resume, artist statement, awards, exhibitions, personal website and links to your social networking sites. It is all about you!

You do the Artwork. We'll be your Network.

Apply now! Memberships start at \$35/month + Setup fee.

www.artworknetwork.com • 303.388.7420 • support@artworknetwork.com





Artist Web Marketing Questions

Marketing your artwork on the web a great way to get exposure and an easy way to send your portfolio to interested clients or galleries. A website however, is just like opening a brick and mortar location as clients still need to find your site in order for it to be effective. Here are some important points to consider when analyzing the effectiveness of your web marketing:

Web Marketing Questions

Do you have your own website?

Do you manage your own website?

How often is your artwork updated on the site?

Do you pay for someone to keep your site up to date?

Do you have access to your current web statistics?

If not, contact your webmaster, or find out your login and password so you can access your web stats.

On Average, how many **page views** does your site get per month?

On average, how many **unique visitors** does your site get each month?

What web sites or search keywords your traffic comes from?

Where else is your art displayed or website listed on the web?

Do you *pay* to be listed on any other sites?

How much?

What does that include?

Does it generate traffic for you?

Do you have to manage the content?

How important do you feel the web is for attracting clients to your art?

Can you see how many people have viewed a particular piece of your work on the web?

Do you have a record of your art backed up off site anywhere?

Call an Artwork Network consultant today, to find out how we can help maximize your web marketing efforts or get you started!

Call toll-free 800.668.9522 or email support@artworknetwork.com.

Artwork Network Compared to Building your own Website

Artwork Network can serve as your main web presence or as an additional marketing tool to promote your artwork. With our comprehensive services and built in traffic, we can be the last website you'll ever need. In addition to having a low maintenance web presence, your artwork becomes part of the inventory of art we rotate in business venues and and sell to our clients.

	Artwork Network	Your own Website	
Features	amount of images	40 - 72 images depending on level of membership	depends
	art searchable by size, price, media, subject etc	<input checked="" type="checkbox"/>	
	slideshow of artwork	<input checked="" type="checkbox"/>	maybe
	artist statement, bio, exhibition record, cv	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	up to date event calender	<input checked="" type="checkbox"/>	maybe
	video capabilities	<input checked="" type="checkbox"/>	maybe
	statistics available on how many views to your site	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	statistics available on how many views of each piece of artwork	<input checked="" type="checkbox"/>	
Promotion	built in web traffic from date of launch	<input checked="" type="checkbox"/> 2000 unique visitors per month, 40k page views per month	
	promotion through search engine optimization	<input checked="" type="checkbox"/>	possibly included in price of your site design or additional cost to have someone do it.
	promotion of website through other marketing efforts	<input checked="" type="checkbox"/>	done by you or web designer
Sales	ability for buyers to contact you directly through the site	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	option for someone other than you to follow up on leads and facilitate sales. Includes communication with clients, shipping, sales transactions, processing sales tax	<input checked="" type="checkbox"/> 45% commission if AN handles a sale for you and/or finds the buyer.	
	actively targeting art buyers online and in person	<input checked="" type="checkbox"/>	maybe
	guaranteed sales		
Creation/Content Management	fees	\$199 one time set up fee. 35\$-\$125 per month	\$500-\$3000 to design/ create
	purchase/manage/ forward domain name	<input checked="" type="checkbox"/> included: www.artworknetwork.com/ your name optional: www.yourname.com \$25/year	\$5-\$20/ month. Managed by you or web designer
	hosting of site	<input checked="" type="checkbox"/> included	\$7-\$15/ year. Managed by you or web designer
	prepping digital images	<input checked="" type="checkbox"/>	managed by you or additional cost to have someone do it.
	update of online images and content	<input checked="" type="checkbox"/>	\$20-\$100/ month. managed by you or additional cost for someone to do it. Web software required.

Contact Artwork Network at 800.668.9522 or support@artworknetwork.com

Artwork Network Compared to Gallery or Co-op

Our business model is different than that of a traditional gallery or co-op. This grid will help you visualize the differences, to determine if we are the right fit for you. Our main goal is to provide artists with an online presence for marketing their artwork and to target art buyers online as well as in person. As a member artist your work also becomes part of the 'inventory' that we rotate and sell. We serve as a great way to get exposure as you are seeking formal gallery representation.

		Artwork Network	Traditional Gallery Model	Co-op
Web Content Management	comprehensive online gallery of your artwork	<input checked="" type="checkbox"/>	maybe	maybe
	image prep, uploads, text and image changes	<input checked="" type="checkbox"/>	maybe	maybe
Marketing & Promotion	online and postcard mailings to promote your work specifically	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	online and postcard mailings to promote artwork network as a whole and drive buyers to our website	<input checked="" type="checkbox"/>		
	Link to your personal website	<input checked="" type="checkbox"/>		maybe
Showing Opportunities	brick and mortar showroom	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	formal gallery show with opening reception		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	opportunities to highlight your work in our showroom	<input checked="" type="checkbox"/> see criteria	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	opportunities for rotation/ sale in business venues - restaurants corporate spaces, etc.	<input checked="" type="checkbox"/> see criteria		
Sales	fully searchable site by size, media, color subject, price, etc.	<input checked="" type="checkbox"/>	maybe	
	exclusive agreement not required	<input checked="" type="checkbox"/>		
	sales facilitation - communication with clients, shipping, money transactions, and sales tax	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	maybe
	actively targeting art buyers online and in person through our consulting services	<input checked="" type="checkbox"/>	maybe	
	guaranteed sales			

Contact Artwork Network at 800.668.9522 or support@artworknetwork.com



Artist Acceptance Criteria

The main benefit of becoming a member of Artwork Network is that we provide artists a low cost, low maintenance professionally presented online presence to market your work. Our member's work becomes part of the inventory of artwork that we rotate in our business venues and sell to our consulting clients as opportunities present themselves. These aspects are added possible benefits, but not guaranteed as part of the membership fee.

Before being accepted as a member, each artist's work is juried by our staff in the interest of maintaining a consistent quality for our website. We are looking for work that represents a wide variety of style and price ranges that we feel will appeal to our buyers so that we may provide as many options for them, and opportunities to our artists as possible.

Criteria:

- Is the work comparable in quality to other works on the site?
- Does the work have an original style?
- Does the artist have a cohesive body of work?
- Is the subject matter appropriate for our site?
- Do we have similar work already represented on our site?
- Does the work have appeal to our local market?
- Is the subject matter appropriate for our site?
- Does the artist have an understanding of our services?

In order to be considered for membership please forward 3 .jpg files of your work or a link to your existing website to support@artworknetwork.com . Please also include additional information about you as an artist that may be helpful.



Artwork Network Showroom and Business Art Rotation Policies

Artwork Network Showroom Policies

The Artwork Network staff periodically rotates the work in our showroom. As our main service is to provide an online marketing tool for artists, we do not make guarantees that any specific artist or piece will be highlighted. Work will be chosen at the discretion of the Artwork Network Staff and we generally choose pieces that we determine to have a high appeal for our walk-in market. ***We will contact you if there is an opportunity.***

We are open 6 days a week including First and Third Fridays until 9 pm. Please keep in mind that promotion of the showroom is done in a more broad way, rather than promoting a specific artist and we don't hold traditional opening or closing receptions.

Staff considerations:

- Does the work appeal to our walk-in market?
- Does the artist have a new body of work?
- Is the body of work cohesive?
- Is the work wired and ready to hang?
- Have we highlighted this artist's work in the showroom previously?
- Will the work fit with other work scheduled to hang in the showroom?

Business Art Rotation Policies

Our business art rotation program is another great opportunity to get exposure for your work. The artwork is changed out every 90 days and is tagged for sale. We do periodically sell pieces out of these venues, however the frequency of sales varies between location. ***We will contact you when we have rotation opportunities available.***

We currently have a growing list of business rotation venues that include restaurants, coffee shops, spas and salons. The Artwork Network staff decides what work will rotate based on the following criteria:

- Does the work fit with the taste preference of the client?
- Does the work fit in with the décor of the venue?
- Does this artist have a cohesive body of work that is ready to hang?

(minimum 10 - up to 20 pieces)

Can the artist commit to hanging this work for 90 days?

How often have we rotated this artist's work already?



Artwork Network Frequently Asked Questions about Artist Membership

If I become a member, why can't you guarantee that my work will be displayed?

We have more artists than we do time and wall space available. Even though our showroom is large, there are only 12 months in a year and we often have the walls committed for special events. The work that hangs in our rotation venues is chosen and approved by the client. If you are looking for guaranteed show space your best bet is to join a co-op.

But there are artist members hanging in your showroom now.

Yes, of course we hang member's artist work. *We cannot, however, guarantee this to any particular artist as part of their membership.* There are many factors that go into deciding on the work we showcase including whether or not we feel the work has a high appeal for our walk in market.

But the other galleries I am in show my work.

Our business model is not that of a traditional gallery. We provide an online marketing tool for artists and technology-based art consulting for our buyer clients. Our showroom is another tool we use to stay visible to our clients.

So what does my membership fee pay for?

Your membership fee should be viewed as a marketing expense. It pays for us to host images on our website including the cost to load the images and information. We also allow for unlimited changes throughout your membership to keep your site up to date. Any other opportunities that result from being an artist member are purely icing on the cake and should certainly be prepared for, but not expected.

I don't really understand the value in that.

If you were to build, maintain and market your own website the costs would be much higher. We do it all for you and already have an ever growing amount of visitors to our website, subscribers to our newsletter, fans and followers on social networking sites. There is value in our labor, knowledge, existing connections and proven traffic statistics.

But I already have my own website.

The value of having an additional web presence is that we already have traffic and will help drive traffic to your site. We have members whose traffic to their site went up by as much as 30% as a result of having links on a more visible site.

If I become a member will my work sell?

Maybe, maybe not. Like any marketing effort, nothing is guaranteed. All we can say is that we will continue to drive as many visitors to our site as possible. Sales are a numbers game and we work hard on consistently growing the numbers. We also utilize our online inventory of art to present work to clients which may result in opportunities, but the work we present is based on their specific tastes and preferences which we cannot predict.

Will you meet with me to discuss my career goals and business plan?

Art career consulting is not part of the membership. We can, however, refer you to professionals who offer this service.



Artwork Network Membership Options

(all minimum one-year memberships with \$199 one time set up):

basic membership **\$ 35/ month**

- 16 image GALLERY page, 3 detailed images per piece
- 24 image INVENTORY page, 3 detailed images per image
- 24 image SOLD page
- Unlimited TEXT and IMAGE CHANGES
- CONTACT PAGE and ABOUT PAGE including 5 links (to social networking sites or other sites related to you)
- Unlimited event listings relating to your art on our calendar page
- 4 additional INVENTORY page images and SOLD page images upon contract renewal at end of contract term

standard membership **\$ 45/ month**

- 24 image GALLERY page, 3 detailed images per piece
- 32 image INVENTORY page, 3 detailed images per image
- 32 image SOLD page
- Unlimited TEXT and IMAGE CHANGES
- CONTACT PAGE and ABOUT PAGE including 5 links (to social networking sites or other sites related to you)
- Unlimited event listings relating to your art on our calendar page
- 4 additional INVENTORY page images and SOLD page images upon contract renewal at end of contract term

complete membership **\$ 55/ month**

- 32 image GALLERY page, 3 detailed images per piece
- 40 image INVENTORY page, 3 detailed images per image
- 40 image SOLD page
- Unlimited TEXT and IMAGE CHANGES
- CONTACT PAGE and ABOUT PAGE including 5 links (to social networking sites or other sites related to you)
- Unlimited event listings relating to your art on our calendar page
- 4 additional INVENTORY page images and SOLD page images upon contract renewal at end of contract term

There is no commission unless we find the buyer.