

GALLERY COMMISSION PERCENTAGES GENERALLY COVER THE FOLLOWING:

ADVERTISING & PROMOTION:

- PROFESSIONAL FLYER / POSTER DESIGN FOR DIGITAL & PRINT

ONLINE PROMOTION (minimum of 30 days prior to the event):

- SOCIAL NETWORKS
- EMAIL MAILING LISTS
- GALLERY WEBSITE, RELATED WEBSITES (Art Walk guides, entertainment, etc.)

ADVERTISING / DISTRIBUTION OF PRINTED PROMOTIONAL MATERIALS (min. 30 days prior):

- MAILING LISTS
- ART WALK GUIDES, ETC.
- FLYERS & POSTERS DISPLAYED IN PROMINENT LOCATIONS

PRINTING:

- PRICE LISTS
- WALL LABELS
- ARTIST BIO SHEETS
- ALL PROMOTIONAL MATERIALS, ETC.

PROVISIONS FOR:

- POINT OF PURCHASE FOR ORIGINAL ART, REPRODUCTIONS & MERCHANDISE
- PROFESSIONAL CURATION / HANGING OF ART
- GALLERY LIGHTING
- COST OF SHIPPING WORKS TO GALLERY
- COST OF RETURNING UNSOLD WORKS TO ARTIST
- SECURITY / STAFFING
- INSURANCE FOR THEFT / DAMAGE
- RECEPTIONS- LIVE MUSIC, REFRESHMENTS, HORS D'OEUVRES, ETC.

GALLERY COMMISSION PERCENTAGE BREAKDOWNS ARE GENERALLY AS FOLLOWS:

40-50% - Gallery provides ALL of the above and has a good track record of sales of original artwork.

30-35% - Gallery provides ALL of the above, EXCEPT:
COST OF TRANSPORT IN ONE DIRECTION
(i.e. artist ships works to gallery at own expense, gallery covers cost of returning unsold works).

20-25% - Gallery provides ADVERTISING & PROMOTION, ONLINE PROMOTION, DISTRIBUTION OF PROMO MATERIALS, COST OF PRINTING, SECURITY, INSURANCE & RECEPTION.
ARTIST COVERS ALL OTHER PROVISIONS.

10-20% - Gallery provides: ADVERTISING & PROMOTION, ONLINE PROMOTION, INSURANCE & RECEPTION.
ARTIST COVERS ALL OTHER PROVISIONS, INCLUDING: TRANSPORT OF WORKS, DESIGN & PRINTING OF PROMOTIONAL MATERIALS, PRICE LISTS, WALL LABELS, ETC.