

Web Site Offer for Northstar Watercolor Society Members

Don't miss this opportunity to have a web page created that links to the Northstar Watercolor Society's web site.

only \$95

INCLUDES:

Six photos of art

Contact information

Feature photo

Artist statement or text of artist's choice

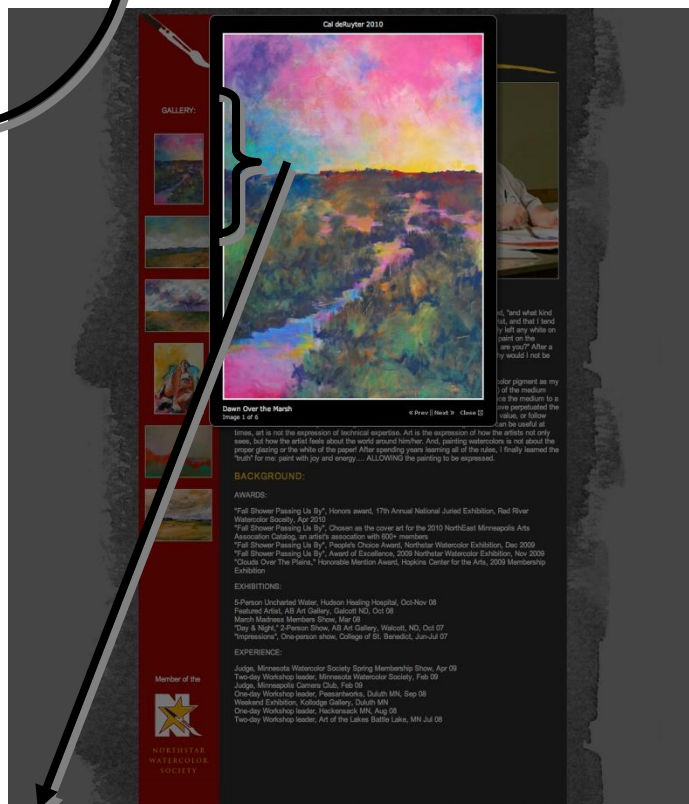


Photo enlarges when clicked on. The title, artist, medium, and dimension appear in frame.

SUBMISSION REQUIREMENTS:

- Each page will have one feature photo plus six photos of art pieces. Feature photo can either be of the artist or a select art piece.
- Photos should be submitted digitally in JPG, TIF, or EPS format at the highest resolution possible. (The higher the resolution, the better the photo will appear on your site.)
- Photos should be labeled as feature photo, photo 1, photo 2, photo 3, photo 4, photo 5, and photo 6. (Photo 1 would be the top photo in bar on left.)
- All text for the site should be submitted in an email or as a Microsoft Word document IN THE EXACT ORDER it will appear on the web page. Text can include whatever contact information and additional text the artist chooses. Keep in mind that "less is more" when it comes to web copy, so consider what readers are likely to read when visiting your page.

SET-UP COSTS:

- The \$95 initial set-up fee includes a feature photo, six photos of art, and submitted text copy.
- For a charge of \$10 each, artists can submit additional photos to be included in the left bar of the site. These photos must be submitted as part of initial web site setup.

FUTURE UPDATE COSTS:

- There will be a \$20 minimum charge for future text or art changes.
- Text updates are \$20. When text copy is updated, ALL COPY for the site should be submitted in an email or as a Microsoft Word document IN THE EXACT ORDER it will appear on the web page.
- Photo changes are \$10 each (minimum charge of \$20).
- Because of the minimum charge for photo and text updates, it is suggested that artists wait until they have extensive changes before making updates.

CHECKS, CASH, OR CREDIT CARDS ACCEPTED

Web Site Copy/Photo Submission Guide

Photo #1

Photo #2

Photo #3

Photo #4

Photo #5

Photo #6

Copy

Copy

Copy

Copy

Copy

Copy

Copy

Copy

Copy

Feature Photo
**(can be photo of artist,
selected art piece, etc.)**

Copy should always be submitted via email or as a Microsoft Word document in the order you want it to appear on the site. Text can be any length, but keep in mind that “less is more,” so be mindful of what you think visitors to the site will actually read.

Photos should be digital in as high a resolution as possible in JPG, TIF, or EPS format. Be sure photos are labeled as to where you would like them to appear. Each art piece should include a title, artist, medium, and dimension (this information appears when the photo is clicked on and the art enlarges).

For more information, please contact Calvin deRuyter at:

deRuyter Nelson Publications, Inc.
1885 University Ave. W., Suite 110,
St. Paul, MN 55104.
Phone: 651-645-7045, Ext. 1

Copy and photos can be emailed to tnelson@deruyternelson.com or mailed to our office.

Checks, cash or credit cards accepted.