

Blank Canvas Gallery - How it Works

Blank Canvas Gallery is an online marketing tool for individual artists designed to fill the gap between studio and customer. Each artist can easily maintain an online portfolio and inventory.

Objective

Provide an individual web hosting, gallery and ecommerce service to individual artists without programming or web design from the artist.

Artist Web Site “Home Page”

Each artist receives an individual “Home Page” which includes the Artist Name and contact information in the Header. This feature submits the Artist’s Name directly to search engines.

Each artist maintains their own Portfolio (Artist Statement, Resume, Event Schedule, Services Offered, and Photos) using the BCG forms provided.

The BCG forms allow significant latitude in the presentation of the Artist’s information.

There is no programming or web site design required from the artist.

Artist Inventory

Each artist is able to upload unlimited items for their gallery inventory.

Display of inventory items can be turned on and off to facilitate a rotating display.

Items sold are immediately tagged as sold and displayed until the artist removes or inactivates the inventory record.

Artist Eligibility

To facilitate a fine art presentation, art must be of original design and production by the artist. BCG reserves the right to terminate service if eligibility is abused.

Sales Tax

The BCG web service is compliant with current internet Sales Tax requirements.

Blank Canvas Gallery will collect and remit any sales tax that is due on the buyers purchase made through the BCG shopping cart.

The artist is responsible for any sales tax on sales outside the BCG web service.

Currently, we are advised that Minnesota sales tax is required on any online sale to a buyer with a Minnesota shipping address.

PayPal Integration

Blank Canvas Gallery uses PayPal to process all financial transactions and distribution of funds. PayPal has secure processing functionality ideal for an online environment.

Customers can elect payment with their own PayPal account or credit card.

PayPal also provides buyers with a “Bill me later” option which provides the buyer with six months interest free financing on purchases over \$99.

Participation in the Gallery requires an artist to have a PayPal account to receive the proceeds from sales. Go to www.paypal.com and follow the steps to set up your free PayPal account.

Artist Enrollment

How to Start

- Complete an application form using the Subscribe function.
- The Gallery Administrator will forward an invoice for the subscription fee using PayPal.
- Upon payment of the Subscription Fee, you will be provided with a sign on and password by email.
- Populate your individual web pages by completing the BCG forms provided.
- Upload photos to build your web pages and gallery using the BCG forms provided.

Artist Fees

The annual online web site subscription fee is \$145.00 payable in advance.

BCG does not charge a commission on sales.

- If you prefer to distribute the payment of your subscription fee over 6 months, apply for the “Bill me later” option with your PayPal account.

Artist Inventory

Each Artist is responsible for maintaining their inventory/Gallery.

For each inventory item, capability exists for a main photo accompanied with four detail photos or alternate views of the item.

A Guide is provided to assist each artist with practices to attain the best illustration of their work. (See Photographing Art for BCG)

File specifications for images:

- Image type = jpg
- Resolution = 72 (pixel dimension is the most important)
- Main item image: maximum height or width = 1200 pixels
- Detail images: maximum height or width = 800 pixels

Saving jpg files with the pixel dimensions above (72) or slightly larger will provide for the most reliable and efficient uploads. The larger the initial file size, the longer the upload.

Fulfillment

Each Artist is responsible for delivery of their sales.

Each inventory item displayed includes a “freight method” designated by the artist. Options are:

- “Free” shipping where the artist pays the shipping charge.
- A “Flat Rate” option with a predefined dollar amount which is added to the buyers invoice at purchase.
- A “contact the artist – according to buyer/seller arrangement” option.
- Where costs may vary widely for an item, the Artist’s PayPal account provides the ability to send an email invoice directly to the customer advising of final freight costs and requesting payment via the artist’s PayPal account. When the artist bills and collects any delivery costs direct from the buyer, Blank Canvas Gallery does not see the transaction.

Shopping Cart Purchases

Upon completion of the Shopping Cart transaction:

- An email is sent to the customer confirming the purchase.
- A copy of the email is sent to the Artist advising of the sale.
- The artist then proceeds to pack & ship, or arrange delivery.
- A copy of the purchase confirmation is also forwarded to the Gallery Administrator for use in transferring the artist proceeds of the sale.

Returns and Credits

Using PayPal provides both the seller and the customer with certain protections. One is the customer’s right to return the item and acquire a refund. Customers must contact the artist within three days of delivery of the item to arrange return.

Customers are required to return the item in its original condition, packed correctly and insured at the customer’s expense. (See Terms of Sale)

When the item is received by the artist, the Artist sends an email to the Gallery Administrator advising that a refund is due to the customer. The Administrator then provides a refund to the customer’s PayPal account or credit card.

Artist Payments

The Gallery Administrator will transfer funds for sales that have passed the return period. Funds are transferred from the BCG PayPal account to the artist’s PayPal account. The artist will be reimbursed for 100% of the net proceeds of the sale (sale minus credit card fees and sales tax).

A sales report is forwarded to the artist as well.

Social Media Integration

To facilitate the search engine ranking and promote your online gallery, we recommend each artist set up features in Facebook, Etsy, Pinterest and other services.

Use the social media pages to announce new items, events, etc. always pointing those readers back to your gallery at blankcanvasgallery.com.

Email Marketing

BCG maintains an email list of art patrons who have purchased art or subscribed to the mail list. The BCG service is available to current subscribers for individual marketing. Contact the Gallery Administrator.

Each artist usually maintains their own list of patrons. If you would like your patrons included in the BCG master list, send us your list in Excel format.

The BCG email list complies with current requirements such as an unsubscribe function.

Going Live

As you launch your online gallery, send your patrons an email announcement of your new service and state that you have added their email to a BCG list that will be sending art related announcements.

- Remember to create your own business cards with your web site address blankcanvasgallery.com
- BCG submits content to the various search engines which update periodically. Upon recognition by the search engines, your Artist Name on the individual artist page is recognized and indexed by the search engines facilitating internet searches by your artist name.

Gallery Administration

Blank Canvas Gallery Online is owned and administrated by Jerry and Judy Wegenast (see our artist portfolios). As artists, we have struggled with finding an outlet for our work. This web service is designed and managed with fellow artists in mind.

Our services include the following which are available to participating artists:

- A full color printed Bookmark (1.5"x7") which can be handed out promoting the web site.
- A Certificate of Authenticity template in MS Word that you can provide to the buyer with your original art sale.
- Contact us using the BCG web contact form.