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»

Friday, 04 February 2022

Print Sale Starts Later Today

Our print sale of **digital infrared black-and-white prints** by Ctein starts later today, at 2 p.m. EST. I hope you'll please come back later this afternoon to see the choices.

The sale will last for five days. What we do with our print sales is to take orders for a short, defined amount of time, and then close the ordering window. The photographer then knows how many prints he or she needs to make and can produce them all at once. This means the prints are very reasonably priced, yet the photographers can still make a tidy amount of money.

This differs from the traditional gallery model of print sales. In classic gallery sales, a photographer first has to be accepted for representation. Ironically, these days, galleries often choose people who already have a proven track record for marketability. Then, the represented artist might be given a month-long show every two or three years. The photographer often pays all the costs of print production and presentation for the exhibits, and these days sometimes have to do some of the marketing as well. When a customer buys a print, the gallery passes the order along to the photographer, who makes another print on demand to fulfill the sale and delivers it to the gallery, which delivers it to their customer...very inefficient. A gallery charges much more per print, but also keeps much more of the proceeds—up to 70% these days. It's not unusual for photographers to realize a *loss* on a gallery show! Their proceeds from sales don't cover the time, effort and expense of mounting the exhibit.

To be blunt, I think our way is better.

Please come back later this afternoon and have a look. I think you will like.

More soon!

Mike

Posted on Friday, 04 February 2022 at 09:41 AM in [Print Offers](#) | [Permalink](#)

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Comments

The baker should own the bakery. This applies to all craft business. The net will allow this to happen!

Posted by: c.d.embey | [Friday, 04 February 2022 at 06:24 PM](#)

The comments to this entry are closed.

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