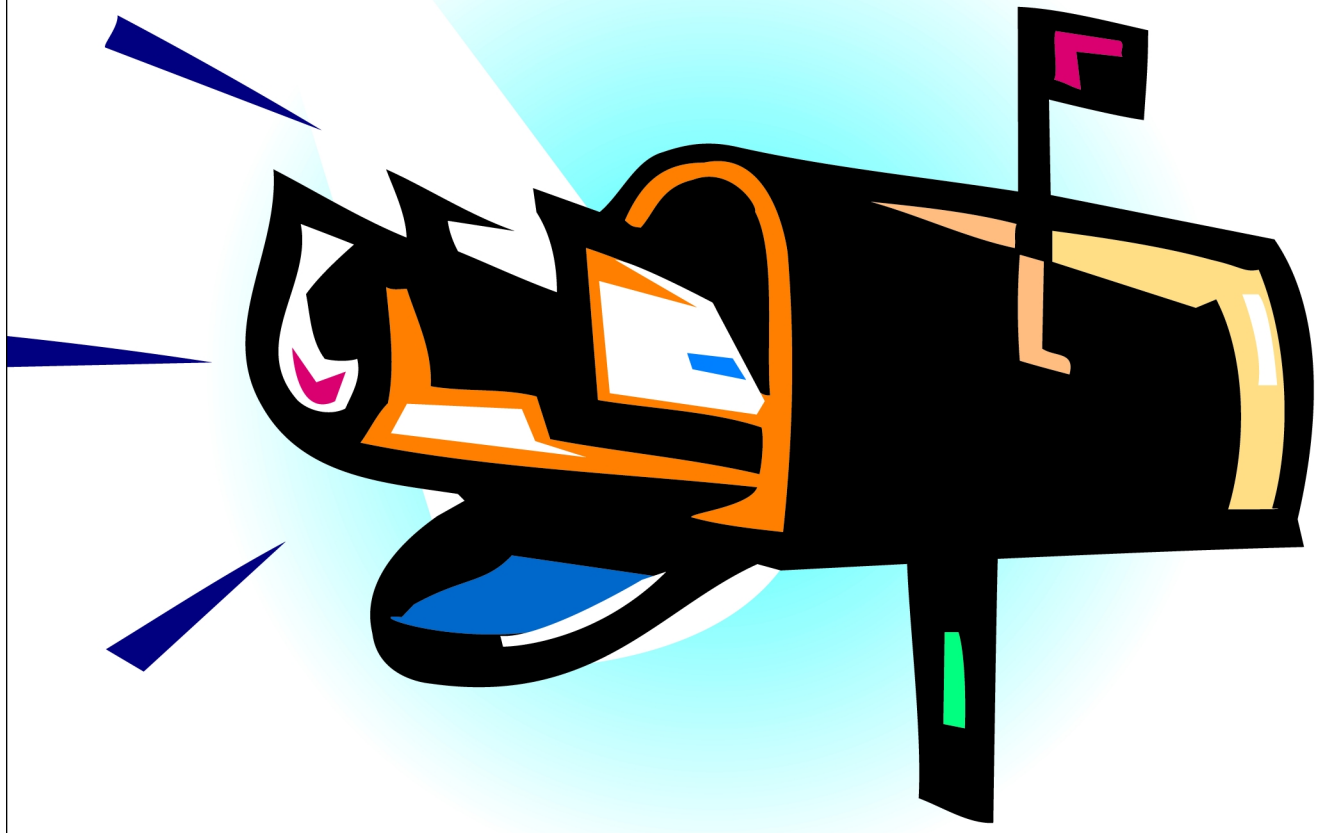
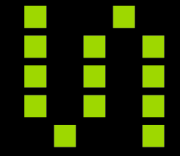




VOLUME 1 • SPRING 2000 ISSUE

The Online
Newsletter from
Your Friends at
Stockart.com



featured artist

About 10 years ago while sharing an office space in San Francisco with a successful (and very business savvy) designer, we were discussing promotion. At the time I was considering a page in the Workbook and was shocked at the cost of such a commitment. Her excellent and timeless advice was that it was important to put myself out there among my peers in a place where clients could find me. That first step paid off for years to come. In the past year I've taken out 4 ads motivated by Stockarts' ad cost sharing incentive, put in a direct link from my personal web site to my images on their site and I'm continuing to add images every chance I get motivated by my continually increasing sales. I'm thrilled to be working with the Stockart staff. I loved meeting them in person last fall and some of the other artists at the Conference last year (thanks to Rich), I try not to get thrown off track by the negative "stockbashing" going on in the illustration industry at this time. When students contact me via my web site for illustration advice I tell them to remember the three P's, persistence, promotion and a positive attitude. For more, please check out my web site @ www.rose cassano.com

ROSE
CASSANO



When I signed on with Stockart in 1996 they had just started carrying color and I had just started expanding into 4/c after years of just doing black and white art. At the time I didn't have a color printer and I hadn't run out my submissions in print. When my work appeared in

their first color catalog I saw the disadvantage of that and I was disappointed in the overall inconsistency of the collection. I decided to overhaul the entire library of my images. That effort and the ability to fine-tune my start-up images made all the difference.

HELLO!

HELLO TO EVERYONE! THINGS ARE GOING WELL AT STOCKART.COM, AND WE HAVE LOTS OF EXCITING WORK GOING ON TO BETTER CONNECT YOU WITH THE ART BUYING COMMUNITY. WE ARE ALSO MAKING A LARGE PUSH TOWARD EDUCATING THE MARKET AS TO THE VALUE OF QUALITY ILLUSTRATION AND ITS RELATIONSHIP TO THE SUCCESS OF A CAMPAIGN. SALES THIS YEAR TO DATE ARE UP OVER 35% AND WE ARE POISED FOR CONTINUAL GROWTH AS OUR NEW IDEAS ARE IMPLEMENTED. ADDITIONALLY, OUR WEB TRAFFIC HAS DOUBLED SINCE MAY OF LAST YEAR! WE NOW RECEIVE OVER 4,000 UNIQUE VISITORS EVERY WEEK!

BIG NEWS

feature article

What's Up?!

First on all of your minds, I'm sure, is the progress of the catalog. We have the concept and design completed, but we are delaying the production until the site is upgraded to include more real time interactivity, more wow factor, and a better feedback system. This should happen in the next couple of months. I realize that many of you haven't been published as of yet, but please be patient. We have thought this through in detail and feel it is to your advantage that we wait and produce the printed catalog only after we have completed these dynamic and industry changing developments on the site.

In the meantime, please look forward to our site having a real time chat feature between artist and client, client and Stockart.com, artist to artist, or any combination of the three. This is very exciting for me, as the input alone can help us to better serve you and the user. Stockart.com will also be implementing an instant response pricing system that will better meet the hurried needs of our clientele. Don't worry about the integrity of our pricing suffering one bit. Our current pricing system will be



maintained, it will simply happen faster. In regards to pricing, we have included in our packet a letter, which we mail to all customers who didn't purchase due to pricing issues; as you remember this is about 50% of our estimates. Please read it over to see for yourself how we are educating the market as to the way we feel this industry should be valued.

In my mind the single greatest breakthrough that we are soon to complete is our online

continued on next page >

feature article continued

custom catalog project. Imagine going online and choosing the artists, topics, and styles that you need for a specific project. Then downloading and printing in your office your own catalog for that unique presentation or project. If the project calls for only dogs, say good-bye to all the sticky notes and all the page flipping to dog images, as your custom catalog is in hand and every image in it is pertinent to the situation. Dog gone cool, huh? Bad pun...I'm sorry but this is the perfect business model. This will obviously be the first time anything like this has been done. Stay tuned to this bat channel for further information as to the completion date of the project.

The newest member of our family is almost completed. Whack-E the Clown will be delivered by mid June and we will be blind mailing about six thousand of them to the largest art buyers in the world. The other four thousand will be put up for sale. I can't wait, as this little creation is going to freak people out. I mean, REALLY stick in their minds and create great excitement for our brand. If anyone wants to hear the MP3 sound clips, just e-mail us and we'll forward them to you. As you recall, he says some not so nice things about clip art, as he is an advocate for fair pricing. On one sound bite he growls "clipartsucks.com..." If customers pull up that site on their browser, they will be entertained with a very clever animation that will later roll over to the Stockart.com site. I realize that many of you may think this is a huge gamble, and believe me, I feel the heat as well. After seeing the prototype though, I am VERY smug about the decision. Whack-E is very, very funny. In

another blurb he spouts, "so now that you have your sweaty little palms all over me, does this mean we're friends?" He's cracking me up:-) Furthermore, if any of you want to read the detailed copy to put your concerns to rest, just drop us a line and we'll e-you the layout with copy.

Talk about exciting! Our ArtPatrol system is near completion and we are speaking with some very significant tech companies about the possibility of a partnership on this project. I really can't talk too much about this in our newsletter, but feel free to contact me in person if our quest to capture those stealing or mismanaging our artist's images interests you.

One last thing.....We are going to add animations to our archive in the upcoming months. If any of you would like to submit animations please don't hesitate to do so, as we will need at least 100 pieces of work before we open this section on our site. We really don't know what type of topic will do well with animation, so keep all options open for now. We are stockpiling information as to popularity of topics already, and we will be sure to pass it along.

Thanks for listening and being a part of our family. If you ever have any questions whatsoever, please don't hesitate to contact our offices. We love serving you.

Sincerely,



Rich

T H A T ' S A L L F O L K S

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*The Siren is seasonally published by
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illustration. Stockart.com is the number
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155 North College Avenue
Fort Collins, Colorado 80524
1.800.297.7658

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