



VOLUME 1 • JUNE 2002

# STARBURST

THE ONLINE NEWSLETTER FROM YOUR FRIENDS AT STOCKART.COM

# featured artist

## JEAN TUTTLE

Prior to switching over to the computer in the late 80's, I created all my artwork using a black and white scratchboard technique. After nearly 20 years in the business, my studio was filled with these images, all of which I had been careful to retain the resale rights to at the time of commission. Marketing this artwork as stock seemed like a great way to create some passive income from artwork that would otherwise languish in my files.

I was originally introduced to Rich Askew and Stockart (then called Iconomics) by my friend and colleague, Tim Grajek. I was impressed not just by Tim's success with the company, but also by Stockart's high standards with regard to pricing. Stockart specializing in the particular images I wanted to market (black and white), was a plus. The "artist-friendly" contract they offered (superior to other stock agencies' terms I'd reviewed) clinched the deal.

The decision to sell stock with an agency, on your own, or at all, is an individual choice. I think it's good to try different things in business. Experiment and see what works best for you; although I'd recommend drawing the line at any outfit that "low balls" prices, ties up your work for an unreasonable length of time, assumes too many rights, or is "royalty-free."

In my own case, I've chosen to market most of my stock images through Stockart. I've kept the overall number of my images "out there" on the small side to date, so as not to compete with myself for what would otherwise be custom assignments. I also haven't created new artwork to sell as stock, preferring to recycle my existing images. But any of these things could change. As soon as I think I have something figured out about "what works," the landscape seems to shift, and it no longer

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JEAN TUTTLE

## feature artist continued

does. Adapting to change, with an eye to how your choices affect the overall health of the industry, is part of what for me defines success as an illustrator.

*Maybe this is why Stockart continues to be a leader in the stock illustration field. They combine a proactive approach to business and marketing with a "pro-artist" commitment and vision. I imagine it must be a delicate balance at times, serving artist, client and industry at the same time, but I feel they succeed very well here.*

Questions and concerns arise in any relationship. The more you attempt to accomplish, the more new territory you explore. The more risks you take together, the more likely it is that issues will arise. I can honestly say that in the 6 years I've been with Stockart, any concerns I've raised at any time have been dealt with promptly, fairly, easily and to my ultimate satisfaction. This counts for a lot in my book.

I wish Rich and the Stockart team continued success and look forward to being a part of their alliance for a long time to come.

WHAT'S HAPPENING?

## letter from the prez



Happy Summer to All,

We at Stockart.com hope you are all enjoying yourselves this season, and that your livelihoods are gaining momentum through these tough times. Stockart.com has been working on a number of meaningful projects, some of which have been easier than others. Personally, I am very excited about the potential of our Market Development Program even though it has been a challenge to find the right fit for representation in our test markets. Given the fact that the illustration market is what it is today, we are finding many whom are very negative about the prospects of opportunity. I think they are just plain silly!

We are offering what is basically a franchise business for no money, just sweat

equity. The product and systems are in place for success, all that would be required is a little hard work in meeting people and sharing our story. I have attached the letter that we send out to the potential reps for your review. If you know someone in your area that may want to entertain this business opportunity please let our offices know. As always, we will keep you posted as to how this program develops. Wish us luck!

After three years of hard work, I finally have our image tracking program ready to test market and I am offering to set it up on your website for a fraction of what it is going to market for. If you have a website and it has decent traffic, you would be a good candidate for the beta program. I want to test it on your websites at a huge discount for you so we can refine it before taking it commercial. If anyone is interested please e-me at [captfun@stockart.com](mailto:captfun@stockart.com). We don't have an exact price but we believe we can hook it up in most cases for around \$1,495 and will charge a very nominal monthly processing fee based on the amount of data that gets parsed. This price is about 1/3 of the projected commercial fee which we will market the service for. To date, the program has helped us locate over 110 different companies stealing over

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## letter from the prez continued

1,000 images from our archives. As a beta tester, I promise not to increase your monthly processing fee as long as you are using the product. Let me know if you want to take a test-drive and see just how awesome it is!

In contrast, we have run into a little roadblock on our custom catalog project. Talk about complex! No wonder no one has done this before. We are very close to finalizing the program but are working through pagination issues owing to the many differences in printers, computers and associated programs. I am very optimistic and still believe it can be a very nice value added component to our site. Giving our customers the ability to select and print just the images they want to present in a packaged high-resolution tactile environment will certainly add great value to our service! Where there is a will, there is a way!

Finally, I urge each of you to seriously consider our "Summer of Love" brochure promotion. We have priced it at a nominal level so that we can put together a hearty collection of thematic imagery based on the "love" concept. Traditional promotions are a great compliment to our immense online communications campaigns. This leads me to a short point. I don't think we have ever shared with you guys about our 'monthly online' have we? Well Stockart.com has compiled what I believe is one of the most comprehensive e-mail lists in the industry totaling approximately 9,000 contacts. What is even more impressive is the fact that our "remove" totals each month are extremely nominal (.3 %) and way below industry averages. Our customers love your art and like being kept up-to-date about Stockart.com and the illustrations. We use this forum to announce additions to the site

whether it's a new artist or new art from existing artists. In addition, we try to educate the design market as to issues that affect our artists that in turn affects them!

Thanks for the ear and as always if you have any questions or concerns don't hesitate to contact us!

Kindly,



-Rich

Dave's



## NEWS AND NOTES

Hello to All!

I hope the arrival of summer is treating everyone well. I am excited for our new promotional campaign. We are maximizing our opportunities and always looking to move forward. I wanted to mention a couple of areas I am working on.

I am always looking for ways to better handle custom assignments. I try to be very detailed in setting up the project, just as we do with existing stock quotes. The custom projects are the ones that have the little "speed bumps", as I like to call them. I try to alert all potential artists regarding possible custom assignments. Some happen quickly, some drag on forever, and others never materialize. My goal is to communicate better during all phases. Please know I am available throughout a custom project. You can CC me any correspondence throughout the process. I am always working towards making that process smoother.

The other area I wanted to remind everyone of is current contact information and vacation statuses. If you have a change in information, give me a call or e-mail me. This information helps ensure coordination of projects, from beginning to end.

I hope everybody is well. I welcome any feedback. I am available and enjoy the opportunity to represent all your work.

Thanks!



-Dave Bruning (dbruning@stockart.com)

# “Summer of Love”

Yes, it is time for our next marketing campaign- the "Summer of Love" brochure!

Personally, I recommend all of you get involved in this. It is cheap and fun! What more can you ask for?!

You get a 2-page spread for only \$400. Howard Weliver has designed a clever brochure that is filled with fun and candy for your eyes. Be part of the brochure and market yourself to 10,000 of America's top billing, advertising, design, and publishing companies. Send up to 9 of your beautiful illustrations for the catalog brochure on one condition: stay with the 'Summer of Love' theme.

**'Summer of Love' 36+ page Brochure Details:**

Get a 2-page spread for only \$400!!!

*\*maximum of 3 spreads available per artist*

**Brochure Mail Date:**

(estimated) JULY 2002

**DEADLINE:**

Contact me ASAP

Images DUE by June 14th

Payment due at the end of the month

**Brochure Size (folded):**

8 1/2" x 5 1/2"

**Color:**

full color piece, full bleed

**Image Selection:**

Using the summer of love theme- please feel free to use already created pieces

**Layout:**

Send in 6 to 9 illustrations (high resolution specs- deadline July 14th)

**Designer:**

Howard Weliver

**Contact:** Maile Fink:

art@stockart.com / 1.800.297.7658

Secondly, we have added a merchandising area to our web site: the Stockart Store! Currently we have all versions of the Stockart t-shirts for sale. The store is new, but I am really excited about this endeavor, as it can become a very unique benefit to both our artists and buyers. If you provide us with your product, we will discuss pricing and details specific to each of your products (posters, t-shirts, collectibles, etc.). I know a couple of you have expressed interest from the 'April Bi-Monthly Update'.. Please contact me if you would like the opportunity to sell any of your products at the 'SA' store.

Have a wonderful summer!

Aloha,



-Maile Fink


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*The Siren is seasonally published by Stockart.com to keep you up to date on what's going on in the world of stock illustration. Stockart.com is the number one source for custom and stock illustration via the world wide web.*  
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