

Promotional Opportunity Available Now

The Royal South Australian Society of Arts together with Passing Out Distribution's Postcard Racks (formerly Avant postcards) is now working on a promotional campaign for the benefit of the Society and its individual artists. As the cost of printing 5000 post cards with your personal image on one side and distributed for free throughout more than 100 locations around Adelaide and the suburban areas is currently \$385 as a special offer, most of us would still not consider promoting our work that way.

The idea is that individual artists would be able to submit their work for consideration and if chosen be expected to support half the costs. The Society would provide the other half of the cost, having its name location and a small comment about the artist (with contact details) featured on the reverse side of the post card. The front will feature the artists chosen work in either landscape or portrait format. Fully supporting this type of promotion throughout the year is not feasible given our current financial position, however having the cost shared by those artists who wish to participate, can be supported by the Society in limited numbers.

The decision to participate in this is up to you but most of us involved in self-promotional exercises can recognize the value of having 5000 images of our work distributed throughout Adelaide as free post cards that will function like extra large and visible business cards for your work. This could be a major step in creating recognition for your artistic career.

Please feel free to contact us for further information and direct submissions to Emerson Ward FRSASA emersonward@hotmail.com with "RSASA postcard submission" in the title field.

Rules and General Guidelines

1. Any work submitted for consideration must be of a quality that represents the ideal of what the RSASA stands for as an art organisation representing over 160 years of continuous service to the art community.

2. The work may be in any style or genre but the quality must represent a mature understanding of that approach and must not be offensive or explicit in nature.

RSASA reserves the right to accept or reject art submitted at their own discretion.

3. As this is not a competition, we would be disappointed if the work presented was all of the same type or genre so a diversity of styles is sought. We hope to select several artists so that we can have a continuous presence in Adelaide throughout the year and represent many different forms of art.

4. RSASA Council members will judge each application as these images represent the Society. The artists chosen will be contacted and asked to submit: high resolution digital files of the selected artwork and details of the work along with a short one sentence spiel and online art display details as well as payment.

5. The post card itself will have the image on one side and the name of the artist, work, medium, and a short statement about the individual on the other which will also include the RSASA logo and information about the Society.

To submit your work for consideration, please send low resolution (or web quality) files of one or more pieces of your own original work (you must maintain copy write ownership of the art)

If photo retouching, digital photography or hi resolution scans are required to get your work into a suitable digital format or quality, this may require an additional fee or professional assistance, just ask for more information.