

whether via email, snail mail, or even personal calls. The survey questions will identify the type art the contact seeks and whether they are interested in different mediums. The objective is to create a robust, quality contact list that includes recipients who support the art community, enthusiastically anticipate the next notification and excited about Artist Consortium events.

Details:

1. Mailing profit sharing program

- AC offer general mailing list for sale
- Artists are paid per contact contributed each time list is sold
- different pay for higher ranked contacts

2. AC web site collects names for general mailing list.

3. Artists are able to populate a personal mailing list separate from the AC general mailing list.

4. AC members can use the web site general mailing list

Details:

- Web site randomly selects 250 contacts per artist event.
(Regulated by artist name, venue, address, or date)
- AC general mailing list generator selects a 20% mix (A+, A, B, C, Lurkers)
- To sign up for AC mailing list – a form asks the following questions:
 1. Income- under 20K, 20-50K, 50-100K, over 100K
 2. Do you own original art?
 3. How many pieces of original art? – 1-3, 4-8, more
 4. Preferred medium- 2D paint, photography, sculpture, mixed media, animation, technology
 5. Style- Realism, Abstract, Portraits, Figurative
- Select frequency of mailing- All AC events, daily, weekly, only specified functions
- AC mailing list contacts classify themselves for AC ranking purpose-
(company, lurker, observer, fan, buyer, collector, gallery owner, fellow artist, anonymous)
- Contacts can specify areas to be notified-
(events, programs, commercial opportunities, personal blogs, community forum)

5. Artists personal sites can produce electronic mailing or labeled post cards from artists' mailing list

6. To ensure a quality mailing list, AC web site constantly validate/ping list