

## **Pricing Prints for Sale**

One person generally prices 11x14 prints at \$100 to \$150. One suggestion was to just look around where photos are sold, such as the Civic Arts Winter Art Show.

### **Michael Warwick:**

Pricing is, I think, more of a confidence thing. I try to focus on producing quality first and then cost second. I can produce really high quality note cards from home for about .55 cents each. They retail in places like Navlets and a couple of other places for \$4.50. They are a full 8 1/2 x 11 half-fold Avery feathered edged and white stock paper and have fitted plastic bags. I sell them online for \$3.95 and free shipping. I have been told that people buy them and then take the photo and frame it...its all good. I was always hoping that the cards would lead to prints and canvas but it just doesn't happen. I have talked to other photographers that do calendars and cards and they do not get added sales from those items either.

With matted prints, I try to get at least 3-4 times cost. Frames are not cheap and framing is a pain.

I do sell some canvas and I really am quite particular about the quality and the price. Here is where the confidence thing prevails. I have sold a couple of 30x40's for \$600 and people have tried to negotiate but I typically don't because I want to preserve the pricing. It takes a lot of work and effort to put together the final product and, even though it is something I really enjoy doing, when I am satisfied with it, I am confident of what is there. I have sold a couple of 24x32's at the Blackhawk Gallery (a cooperative) for \$450 and the price is never questioned. Two places do quality canvas printing...Uprinting.com and YPOC.com (Your Print On Canvas). I actually order the YPOC canvas through Costco because Costco's size preview is better than YPOC's online.

### **Jim Hafft:**

Define your market place. Who will you be selling to and where will you be selling. What will you be selling?

Art and Wine Festivals - attend as many festivals as you can, checking competitor's prices, quality and what they are selling. Figure your costs, including

any percentage that must be paid to the Festival, percentage paid to credit card companies. Seems like there's percentages going out all over the place. I shoot for a selling price 2 to 2.5 times more than my costs. For larger pieces the markup is usually more. Don't forget you spent time making your product and you're also selling your artistic ability. I don't lowball the competition at festivals. Charging higher prices than other vendors is ok. You think your work is better, then charge more. I like to charge a fair price so most people can afford a piece of art. To me it's a real compliment when someone buys a picture.

Prints from a Website - I have a website with Zenfolio with the ability to sell products. They charge \$100.00 annually for the site and charge 12% on sales. Currently I sell only prints from my website, made by Zenfolio's partner, Mpix. I set my prices by checking websites of various photographers, looking at my costs, and using the criteria stated above. I have not been successful selling prints on the internet. There's a steep learning curve involved to do it correctly - how do you show up on Google, etc. on the first or second page, using a blog, using Facebook and other social media.

Overall, if I had to make a living selling fine art today, I would not quit my day job. That doesn't mean I'm giving up. Next year I have some new ideas to try. One thing I've learned, the closer I approach 70, the more physically challenging the photography business becomes.