

CAA Online Sales Gallery

Rules and regulations:

How does the Online Sales Gallery work?

Through our website, www.cambridgeart.org, the Cambridge Art Association will host an online sales gallery, beginning on November 1, 2013. Participating in the online gallery is free for current CAA members. CAA will promote the online sales gallery via our social media channels, through press releases, postcard mailings, and word of mouth. We encourage our artists to help spread the word!

Based on response, we will also feature an "Artist of the Day" on our blog – linked to Facebook and Twitter.

How many pieces can I have for sale in the CAA's Online Sales Gallery?

Each participating artist may have up to 2 pieces for sale. If a work is sold, it will be marked as such, and cannot be replaced with an additional piece.

Can the work have been previously exhibited at CAA?

Yes. Unlike our juried shows, work in the online gallery may have previously been exhibited in a CAA gallery/show, and, if not sold, can be submitted for a future CAA show. However, work cannot appear simultaneously online, and in a CAA gallery show, or a show with any other organization.

Does the work need to fit in with CAA's general guidelines?

Yes. All work must have been created within the last 2 years. All work must be in gallery hanging condition, and wired and framed where appropriate. Remember – the goal is to sell your artwork, and create a collector base! Potential buyers should be able to easily install your work in their homes and offices.

Are there size restrictions?

We recommend submitting work for the Online Sales Gallery that does not exceed 48" on the longest side. If you have questions or concerns about the size of your work, please contact the CAA office.

What percentage of the sale goes to CAA? Unlike our gallery sales agreement, under which CAA takes 40% of the sale price, CAA will take 30% of the sale price, before tax, of any sales made through the online sales gallery, and for up to 3 months after the work has been removed from the CAA website, if the work was seen on the CAA website. As the seller, CAA is responsible for paying the 6.25% MA sales tax on all sales.

How long will my artwork be for sale on the CAA website? For 2 months, or until the piece is sold.

How do I get involved?

Each CAA member will have the chance to exhibit online in one of 5 annual segments. The segments are first come, first served for the first 90 artists who submit the required information. Once you have participated, you cannot participate again until the next membership year (Membership years begin September 1)

- Segment 1 - November 15 – January 14
Deadline for images and artwork info – November 1

- Segment 2 - January 15 – March 14

Deadline for images and artwork info – January 1; Submission period begins December 1.

- Segment 3 - March 15 – May 14

Deadline for images and artwork info – March 1; Submission period begins February 1

- Segment 4 – May 15 – July 14

Deadline for images and artwork info – May 1; ; Submission period begins April 1

- Segment 5 – July 15 – September 14

Deadline for images and artwork info – July 1; Submission period begins June 1

What do I need to submit?

- 2 high resolution images of your work (300dpi, 5MB max file size) – one image of unframed work; second image – image of framed work, if applicable; or, if unframed, a detail shot
- Title, size, media, price, and weight of work
- Notation if work is framed, or unframed
- Photographs and non-monotype prints must list an edition
- Artist bio
- One paragraph artist statement

All participating artists will be asked to sign a sales agreement, before their work can be listed on the CAA website.

Shipping/Delivery

Buyers will have the option to ship their purchase, or pick up the art in person. For shipments, CAA will calculate the shipping costs and charge the buyer accordingly.

CAA will then contact the artist with the buyer's contact information. Artists will then be responsible for making shipping/delivery arrangements. When CAA remits payment to the artist, the remittance will include any applicable shipping fees.

Payment remittance:

Artists will be paid 70% of the asking price within 30 days of the date of sale. In the event the purchaser elects to pay over time, artist will be remitted payment once the buyer has completed their payment plan. Buyers must pay full amount, under payment plan structure, within 6 months, and must pay in full before receiving artwork.