

## Short Exposure: A One-Day Print Sale

*The setting: A bowling alley bar, beers and bourbon sit in front of Mark, Doug, and Shane.*

*Mark: "I have a lot of prints that are just in storage, and I sure could use some extra income!"*

*Doug / Mark / Shane: "We should have a yard sale!!!"*

*Doug / Mark / Shane: "Yeah!"*

*Mark: "...but we need a better name than 'yard sale'"*

And so the First Annual "Short Exposure: A One-Day Print Sale" was conceived.

### What the heck?

The Short Exposure sale is meant to be a fun way to clear out inventory, make some money, make people happy, provide them with ideas for original art Christmas gifts, hang out with friends for a day, and spread art in general.

The "yard sale" part speaks to the idea that we will be selling our pieces at "bargain", or maybe better said, "affordable" prices. There's only one actual rule about this (below) and "bargain" is, as the kids say these days, more of a *vibe* than an actual number.

*Mark speaking: Again, there aren't really hard and fast rules about this, but as an example, I will have large prints that I priced at \$1250-\$1500 at art shows and galleries. These might be around half that price at this sale. That covers my cost, plus a little extra to make it worthwhile, but is clearly not my original full price. Maybe my matted prints – usually \$75 each, are now \$35, with "buy two get one free", for example. I wouldn't want anyone to lose money (on your costs for printing, framing, etc.) but that's up to you. As I know all too well, storing things costs money, and clutter costs mental anxiety, so maybe selling a print you put \$200 into for \$50 is worth it to you, that's your call!*

We don't want to have a ton of rules and stuff to have to figure out and follow, but there are a few things we want to discuss below. Many of the rules are meant to convey and ensure this idea: we're being affordable, but still professional.

### So when and where is it?

- Date: Saturday, December 13, 2025
- Times:
  - Participants: 8:00am to 6:00pm
  - The public: 10:00am to 6:00pm
- Location: The Shane Knight Gallery, 11 E. Aspen Ave, Flagstaff

### Who is involved?

Mark Dawson is in charge of organizing everything, handling logistics and communications, etc. Hence the "simple and uncomplicated" part earlier – I'm trying to not lose my mind over all this.

Shane Knight is generously hosting the sale at the eponymous Shane Knight Gallery right on the main square in downtown Flagstaff, which is a pretty sweet location!

You! If you're getting this, you've been invited and expressed interest in participating. All artists that have been invited are local to the Flagstaff area. Mark will distribute a list once he gets final confirmations from folks. (Ahem, that means please confirm to Mark asap.)

If you have questions or think any of this is too weird or rigid, let Mark know and we can talk!

## Gotta have a few “rules”

Despite wanting to keep it simple and fun, or in order to ensure that, we want to mention a few things to keep in mind. Hopefully all of this is pretty much common sense and reasonable, but just to make sure we're all on the same page:

### General

- This event is only for photographic *prints*, e.g. no camera gear, no paintings or other non-photographic mediums, etc. This is a “yard sale” in spirit, not appearance.
- If you have made a book of *your* photographs you can sell those – very cool! – but no books from other photographers.
- Only bring your own photographic work. This isn't an opportunity to sell off other peoples' photos you don't like any more. (Having them printed somewhere is fine, of course, they just have to be your own photographs.)
- Prints must be professionally presented in at least one of these ways: sleeved, matted, mounted, or framed. No loose wrinkled prints, no boxes of random Walmart prints from the 90s. You can include single loose prints as long as they are in a clear sleeve, preferably with a stiff backing board.
- Artists must be present for the duration of the sale. Sure, you can go grab a bite to eat or something, we just don't want people dropping off stuff and leaving us to actually sell it. See the “Logistics” section for details on timing.

Basically: Feel free to bring matted prints, metal prints, acrylic prints, framed pieces, alternative process prints, etc., as long as they are photographic in nature, you made the images yourself, and they are nicely presented.

### Pricing

- Affordability
  - Each artist must offer at least four pieces priced under \$75. This will be used as a selling point for the event so that visitors can know that they will be able to buy affordable original art.
  - You might notice in the graphic (for the public) I put “\$50”. I already know that I and a couple of others will have many prints priced under \$50, and I wanted to make visitors feel like there is approachable art on sale – \$50 seems easy to communicate to the public. However, I didn't want to make the limit quite that low for you, hence the \$75 limit here.
  - If this is an issue for you – you just don't have anything you want to sell for less than \$75 – let me know, we'll see what we can work out, but we really want to have some pieces available that are more affordable.
- The aim is to lighten your inventory, so keep prices attractively lower than usual while still fair and respectful to yourself and to other artists.
- None of the above means you have to be cheap! While we want to have at least a few pieces that are below \$75, if the rest of your items are more, no problem! If a fair, reasonable, better-than-break-even price is \$50, great. If you think somebody is still getting a good deal at \$250, also great.

The idea is that at the end of the day everyone is happy: you got rid of some stuff taking up space and collecting dust, you earned some money for it, and lots of happy buyers went home with some real art for a nice price.

## Artwork display

- **Larger pieces:** (Basically framed or mounted pieces that would be displayed individually, and wouldn't be stacked up on a table or placed in a print bin.)
  - There is a limited amount of "wall" space for larger / framed pieces. (Wall space means "able to lean up against something"; we will not actually be hanging any pieces on Shane's walls.) Depending on how many people bring how many pieces, it may not be possible to display everything all at once.
  - If you've been in Shane's gallery, you might remember a shelf running along both of the walls at the top of the wainscoting. We will be (gently) leaning prints on that shelf at that level. (If you haven't been in Shane's gallery, *what's wrong with you? Get in there!*)
  - We are currently planning to erect a very basic small shelf below that – basically blocks and boards on the floor – to give another level to lean large pieces up against the wainscoting.
- **Matted prints:**
  - You're pretty much on your own here, but let us know what you have and are planning to do or need, and we might be able help a little bit.
  - We will have some folding tables, hopefully with at least a sheet or something for a table cloth. If you have any folding tables and can bring them, please let me know.
  - You are welcome to bring any display option you might have, such as print bins or racks.
- **Framing:**
  - Shane, David (from Shane's Mountaintop Frame Shop), and Shane's gallery employees will probably have some options for buyers to have their smaller prints framed on the spot, which is pretty cool.
  - Sizes will be "standard" sizes, but are yet to be determined. At the very least they will have frames for 11x14 mats (outer dimensions). Other possibilities might be 5x7, 8x10, and possibly a few 16x20, but not any larger than that.
  - All of the details for framing, as well as sale logistics (i.e. money) will go through them and is not directly connected to the rest of us.

## Financials

- Artists need to handle their own transactions—cash, Venmo, Zelle, personal checks etc.—and are responsible for any sales tax, if applicable.
  - Suggestion: set up your account(s) and familiarize yourself with how to get money asap.
  - Print out a small sign with your QR code on it for people to scan to pay. Venmo, PayPal, Zelle, etc., all make it easy to do that, as well as display the QR code directly on your phone, etc.
  - Let Mark know if you need help or ideas setting something up.
- Artists are responsible for their own terms and conditions on sales. For example, you might want to add a line to your info sign about "All sales final" or whatever terms you want to include. (We don't want somebody who bought one of my prints to go into the gallery and ask for their money back from Shane, for example.)
- Summary: you might want to print a small sign with the following info on it:
  - Your name (You'd be surprised how many sellers omit their own name on stuff like this!)
  - Your website URL if you have one

- Payment methods, including your handle, a QR code, etc.
- Any terms and conditions that you want to include.
- There will be a 15% commission on sales to cover use of the gallery and administering everything.
- Commission payments to the gallery will operate on the honor system at the end of the event.

## Logistics

- The space will be divided into numbered sections. Upon arrival, each artist draws a number and sets up in that section.
- Everyone should show up at 8:00 on December 13<sup>th</sup> to drop off work, deal with parking, etc.
- Everyone needs to be set up and ready for visitors by 10:00am.
- Everyone needs to stay until 6:00pm.
- Everyone will be expected to take any unsold items back with them at the end. No work can be left overnight.
- Feel free to bring snacks, lunch, and (festive adult) beverages for yourselves. Note: there will not be a refrigerator, so bring your own cooler if needed.
- Shane will have a simple liability release that everyone will need to sign since we'll all be in his business space.
- We're all going to be guests of Mr. Knight, so he has the final say about most of this stuff, as well as reserves the right to make any necessary changes.

## Internal communication

- Mailing list: If you confirm that you want to participate I will add your email to a mailing list I have created for us to use internally to communicate:
  - [short\\_exposure\\_2025@nomadicfrog.com](mailto:short_exposure_2025@nomadicfrog.com)
  - Please note: while this event is being held at Shane's gallery, I'm the one coordinating it, so if you have questions and stuff direct them my way. I need to keep as much of this off Shane's plate as possible! :-)
- Website: I set up a very simple page that we can refer to for basic info: who, what, when, where.
  - <https://www.nomadicfrog.com/short-exposure>

## Promotion

We will be relying on all of us to help communicate and spread the word as best we can. Everyone needs to promote this in their own networks starting now and throughout the next few weeks.

- **Online / social media**
  - There is a graphic that can be used for posting on your own social media accounts. Mark will email it to everyone.
  - Please use at least some core hashtags when posting on social media. David will send out an email soon with some starting suggestions and other tips and tricks. Feel free to add your own. If you think we missed a good one let me know!
  - Please tag the Shane Knight Gallery and the Mountaintop Frame Shop as well. Again, David's email will help with this.

- Please “like” and “share” other artists’ posts if you see them, too.
- **Printed flyer**
  - There is a printed flyer that will be distributed around town and at Shane’s gallery on the First Friday Art Walk in December.
  - If you would like to distribute paper flyers at your work, gym, whatever, let me know and I’ll get you some!

## Questions, comments

Please direct any questions or comments to Mark. Shane is too busy with other stuff like visiting hobbits and stuff.



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