

Never Too Early Art Challenge

Submission Deadline: Monday, July 7, 2014 at 10am PT

At Minted, we believe that it's never too early to surround children with beautiful art.

We're asking you, the talented Minted Community, to create original works of art that are customizable with a child's name, initial(s), birth date, favorite things, or other personal information.

The cleverer the customization and the more sophisticated the typographic effects, the better! "Newspaper Bouquet" on Minted is a great example of what we consider a unique customizable child's art print with sophisticated customization effects. There are no design restrictions in this art print challenge and we are accepting all mediums reproducible on paper.

PRIZES:

The top-rated designs, as voted by the community, will receive the following prizes:

- **FIRST PRIZE: \$2000**
- **SECOND PRIZE: \$1000**
- **THIRD PRIZE: \$750**
- **FOURTH-THIRTIETH PRIZES: \$250**

SPECIAL PRIZES:

Among the top rated pieces and Editors' Picks, Minted will award special prizes to these individual pieces, decided by Minted's editorial team:

- **Customization Award** for the cleverest customization element: **\$1000 and your art featured in a Minted email**
- **Littlest Art Lover Award** for the best work of art that celebrates the birth of a new baby, and could be given as a gift to new parents: **\$750**
- **Just for Boys Award** for the best work of art for a boy's room: **\$750**
- **Diptych Award** for the best pair or series of prints for a child's room or nursery: **\$750** (submit each as a separate design, but upload a separate image to your submission page for each individual print to show how the different pieces look together)
- **Curvilinear Award** for the best work of art that puts child's name or other personalizable details on a curvilinear path: **\$500**
- **Educational Award** for the best art print that also teaches kids something in a fun way: **\$500**
- **Bright and Bold Award** for the best use of fun, bright colors: **\$500**
- **Typography Award** for the best use of text, whether inspirational, poignant, or funny: **\$250 and a \$100 credit at MyFonts.com**
- **Big Kids Award** for the best work of art that would appeal to older boys and/or girls, ages 7-12: **\$250**
- **Newbie Award** for the best work of art by a first-time entrant: **\$250 and a free Minted framed art print up to 11" x 14"**
- **Customer Favorite Award: \$250**

EDITORS' PICKS AWARDS:

Pieces selected as an Editors' Pick will receive a **\$200** prize. All top placeholders and Editors' Picks (including special prize winners) will earn a commission of 8% of net sales of the products sold, in addition to the cash prizes.

Creative Notes:

- We are accepting non-photo, customizable kids' and nursery art prints in this challenge.
- Your photo print design will be sold in a variety of sizes at Minted.com, ranging from 5" x 7" to 44" x 60".
- For best results we recommend creating vector images. This will allow the artwork to scale up to any size without losing any of the image quality.
- If your final artwork will be non-vector based, please be sure to scan it in or create it at a high, for-print resolution. Your DPI should be set to 300 and the final output size at 38" x 54" if rectangular or 38" x 38" if square. This will allow us to print your artwork in all of our sizes (output sizes differ from final art print size because we add a matting border to every print).
- Winners will be asked to submit 2 alternate colorways for their art print when applicable and a detailed description of the print.
- **DIMENSIONS: Please be sure to use the templates provided in the submission kit.** You can submit your art in either rectangular or square formats. Both landscape and portrait orientations are acceptable.

Other things to consider:

- In submitting multiple pieces, do not submit the same design in multiple colorways (or slight variations of the same design).
- Choose unique names for your pieces. Be creative! Also, do not include the phrase 'Art Print' in your title. This will be added automatically.
- Please use only alphanumeric characters in the design names (e.g., no commas, semi-colons, dollar signs, etc.). Be aware that adding spaces or other characters amidst the letters may, in the future, make a search for your design difficult.

What Happens Next?

- After you submit your design, you are able to **edit your design** as many times as you want before the launch of voting. Simply login to your Design Studio, click on "Manage Your Collection" and click "edit" underneath the design you want to edit.

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All submissions must be received by 10am PT, 7/7/14.

1 Create your hi-res artwork

You will be creating art prints (dimensions: 38" by 54" or 38" x 38", not including the required matting border). Please be sure to drop your work into the templates provided in the submission kit, maintaining the border around your art.

2 Create low-resolution submission files

After you create your hi-res artwork, you will upload a low-res version for viewing in the challenge gallery. You will upload a low-res JPEG or GIF of your design. Your files must be 200kb, with the larger side at 550px. See the bar at right for instructions on how to save your work as a low-res file.

3 Read and accept the Terms and Conditions

As part of the Entry Form, you will be asked to thoroughly read and agree to the Minted Terms and Conditions for Design Submissions.

NOTE: Terms and Conditions are updated each challenge, and there is important information that you should know about. The Minted Terms and Conditions are included at the end of this document.

4 Fill out Online Entry Form and submit

Submit your design at www.minted.com/contest. You will be asked to log in or create an account. Please fill in the form and upload your submission. Please choose a unique title for your artwork, using only alpha-numeric characters.

How to prepare your submissions for the Web:

- Your submission must be in JPEG or GIF format. It must be under 200kb and the largest side must be 550 pixels max. Submission JPEGs must be saved in RGB color mode for online viewing on Minted.com.
- You will create hi-res CMYK artwork, then save down a new, low-res RGB version to be considered online in the challenge.

Artwork Created in Illustrator

- From the File Menu, select 'Save for Web & Devices...'
- We recommend selecting the Preset 'JPEG High.' Quality 60 is usually fine, but it can be optimized as you see fit to get the best file size/quality ratio.
- Just below the presets menu, click on the 'Image Size' tab. Make sure the 'Constrain Proportions' box is checked.
- Set the largest side of your artwork to 550 pixels and click on the 'Apply' button, then save.

Please Note:

- If you win, final artwork will need to be in Adobe Illustrator format only. Work created digitally will need to be in CMYK and bitmap elements at a minimum 300 dpi. All typesetting must be editable in Illustrator. Please no spot or RGB colors. You may use the Pantone Color Bridge CMYK/Uncoated guide, but be sure to always create your files using the CMYK build. You will need to include all linked files. Bitmap elements should be in TIFF format (not JPEG).

A Few Frequently Asked Questions.

See the the full FAQ at: <http://www.minted.com/designer-faq>

Who should I contact if I am having technical difficulties submitting?

Please read through the above FAQ first as your question may be answered there. If not, email us at designers@minted.com and someone will get back to you. We check this email regularly during the week, as well as the weekend before a submission deadline.

How can I submit artwork created in a physical medium?

You will need to scan in your artwork and create it at a high,

for-print resolution. For large-scale artwork, we suggest taking a high-quality photograph of the work or finding a local print shop or architectural firm that has the ability to scan larger items.

Can I use clip art in my designs?

Royalty-free clip art is permitted, but only as long as the source licenses the art for reproduction in items for sale. Many clip art books only allow for reproduction for 'personal use only'. Anything that you have to purchase online is not permitted. The reason for this is that Minted would then have to re-purchase that design if your entry was selected, likely at a much higher premium because of the scale of our reproduction.

Fonts

Minted licenses all the fonts that we use for print and online. We are not able to distribute fonts, so each artist must purchase his or her own. Please use fonts from our approved list (www.minted.com/designer-font-list). Although you may submit with other fonts for consideration in the challenge, keep in mind that fonts used in winning submissions that are not on that list will very likely be substituted. If you have any questions about fonts or potential substitutions, drop us a note at designers@minted.com and our resident font expert will happily help you out.

Minted, LLC Terms and Conditions for Design Submissions

Minted, LLC ("Minted," "we," "our," or "us") appreciates your participation in our "Never Too Early Art Challenge" contest ("Contest") via your submission of a design (hereinafter the "Design"). By submitting the Design to Minted, you agree to the following terms and conditions ("Terms and Conditions"):

You promise that each and every Design you submit to Minted (a) is your own original work, (b) has not been previously published, distributed, or reproduced anywhere by any means in any medium (including in any books or magazines or on any websites) other than in a single original work if the Design was first produced in a tangible medium (e.g., watercolor or other painting or photographic negative), (c) does not contain any trademarks, logos, or copyrighted material other than that which has been provided to you by Minted or that you solely own, and (d) does not contain any content subject to any right of publicity or privacy or any intellectual property belonging to any third party. You acknowledge that you will not use any content provided to you by Minted for any purpose other than to submit Designs incorporating such content to Minted in connection with this Contest.

You acknowledge that Minted may decline to select a Design for voting on Minted.com (our "Site") or as the winner of a cash award as part of the Contest (a "Prize") for any reason in its sole discretion.

If the Design is selected to be displayed by Minted for voting on our Site, then you grant us the right to upload, modify, reproduce, create derivative works of, and display the Design for the purposes of promoting Minted and this Contest on our Site and otherwise throughout the world, in Minted's sole discretion, both during and after the Trial Period (as defined below).

You hereby license us the use of your name and identifying information and image ("Designer Name") for purposes of promoting the Design both during and after the Trial Period.

If your Design is selected for a Prize by Minted, effective upon such selection, you hereby immediately and irrevocably assign to Minted the entire right, title, and interest in and to the copyright and all other intellectual property, "moral," and other rights in your Design, including, if applicable, any original work (e.g., painting, photograph, or other work of art) on which the Design was based (collectively, the "Work"), including the right to sue for past infringement and the right to license the Work to

third parties. For clarity, the assignment of your right, title, and interest relating to the Work does not take effect until and unless the Design is selected for a Prize by Minted.

Whether or not we select the Design for a Prize, you may not offer for sale, sell, or submit the Design to others or otherwise publish, distribute, or reproduce the Design or allow others to do so for any purpose until the date that is 90 days after the Contest's submission deadline (the "Trial Period"). After the expiration of the Trial Period, if Minted has not notified you that it has selected the Design for a Prize, then you will be free to use the Design for any purpose. If the Design is selected for a Prize, (a) you may not reproduce, sell, or otherwise use or distribute the Design (or derivatives of the Design) in any manner whatsoever or allow others to do so, including making copies of the Design in any form for your personal use or as gifts to friends or other third parties, and (b) if the Design was created from a tangible single original work (e.g., a painting), Minted grants you the right to display the original work and transfer it to someone else, but you, and anyone who obtains the original work from you, cannot reproduce or authorize others to reproduce the original in any medium or create derivative works of the original work.

Nothing in these Terms and Conditions obligates Minted to promote or sell the Design, even if the Design is selected for a Prize. Without limiting the foregoing, if the Design is selected for a Prize, Minted may, among other things, use the Design and your Designer Name in any manner, including but not limited to: (a) reproducing the Design and your Designer Name on products, (b) selling products (including but not limited to art prints, greeting cards, invitations, and stationery) bearing the Design and which may include or be associated with your Designer Name (subject to Minted's obligation to pay you the Sales Commission as defined and described below), (c) changing or reworking the Design by making color or size changes, (d) making derivative works of the Design, (e) limiting and setting the edition size for production of the Design, (f) using the Design and your Designer Name on our Site and otherwise to promote Minted, and (g) registering the Work with the U.S. Copyright Office or any other copyright office in Minted's or Minted's designee's name. You agree to provide Minted with any information as may be required in order to register the copyright in the Design if Minted so requests, at no additional cost to Minted.

During the Trial Period, we may display the Design in connection with use on products offered for sale to assess consumer interest, even if we have not yet selected your Design for a Prize. If a customer orders a product incorporating the Design, the Design will be deemed selected for a Prize and you will be compensated as if the Design were an Editor's Pick.

If the Design is selected for a Prize, then we shall pay you a lump sum cash amount and a Sales Commission, as follows:

PRIZES:

As voted by the community:

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- SECOND PRIZE: \$1000

- THIRD PRIZE: \$750

- FOURTH-THIRTIETH PRIZES: \$250

SPECIAL PRIZES:

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- Customer Favorite Award: \$250

All amounts are in U.S. dollars.

In addition, Minted may select additional pieces for sale as Editor's Picks, with those artists receiving \$200 prizes, as part of this Contest. Products based on the top 30 designs (as voted by the community), Editor's Picks, and Special Prize winners will be made available for sale on our Site, with those designers receiving 8% of net sales of the products sold (as further described below), in addition to the applicable cash Prize.

SALES COMMISSION: Designer will be paid an 8% commission on Net Sales of any Minted products sold by Minted that wholly incorporate the Design (the "Sales Commission"). "Net Sales" is defined as the retail price received by Minted from its customer, i.e., the price charged after any promotional discounts, shipping, and taxes, excluding chargebacks and returned and/or defective products. Minted may offer any products incorporating the Design at any price, for any amount of

time in any market, in Minted's sole discretion. Sales Commissions shall be paid to you within 90 days from the end of each calendar quarter in which they were earned. Calculation of Sales Commissions shall be in Minted's reasonable discretion and shall not be subject to audit or other verification by you. If Minted believes that you have breached any provision of these Terms and Conditions, then Minted may cancel or suspend any payments of Sales Commissions to you without prejudice to any other rights Minted may have against you.

You alone shall be responsible for the payment of any tax that arises as a result of receiving payment from Minted, as we will not withhold any taxes from the Prize or Sales Commissions paid to you.

If your Design is selected for a Prize, the cash Prize will be sent to you within 90 days after Minted receives (a) high-resolution artwork of the Design and for two additional colorways, selected for sale, deemed suitable for print, and (b) a signed version of any documents reasonably requested by Minted that confirm the terms set forth in these Terms and Conditions, including the assignment of the intellectual property rights in the Design from you to Minted. If the high-resolution artwork is not deemed suitable for print, as determined by Minted in its sole discretion, then Minted will notify you of the reason(s) for its determination by email. If, after providing you with written notice to produce high-resolution artwork, Minted does not receive high-resolution artwork for the Design selected for sale within 14 days, then Minted reserves the right to withdraw your Prize and refuse you payment for use of the Design. Calculation of Sales Commissions shall be in Minted's reasonable discretion and shall not be subject to audit or other verification by you. If Minted believes that you have breached any provision of these Terms and Conditions, then Minted may cancel or suspend any payments of Sales Commissions to you without prejudice to any other rights Minted may have against you.

You alone shall be responsible for the payment of any tax that arises as a result of receiving payment from Minted, as we will not withhold any taxes from the Prize or Sales Commissions paid to you.

If your Design is selected for a Prize, the cash Prize will be sent to you within 90 days after Minted receives (a) high-resolution artwork of the Design and for two additional colorways, selected for sale, deemed suitable for print, and (b) a signed version of any documents reasonably requested by Minted that confirm the terms set forth in these Terms and Conditions, including the assignment of the intellectual property rights in the Design from you to Minted. If the high-resolution artwork is not deemed suitable for print, as determined by Minted in its sole discretion, then Minted will notify you of the reason(s) for its determination by email. If, after providing you with written notice to produce high-resolution artwork, Minted does not receive high-resolution artwork for the Design selected for sale within 14 days, then Minted reserves the right to withdraw your Prize and refuse you payment for use of the Design.

You may also be required to submit an Inspiration Board if your Design is selected for a Prize. "Inspiration Board" means an A7 portrait-sized

design containing photos or images that relate to and led to the creation of the Design. You must provide credits for all photos and images used, including the name of and link to the source. Inspiration Boards shall be considered "Materials" (as further defined below) and are required for all Designs selected for a Prize, regardless of the category.

You may not submit any materials, including, without limitation, photographs or other images, text, graphics, videos, visuals, sounds, data, files, links, or other materials including the Design ("Materials") that could infringe any rights of privacy or publicity, copyrights, or other intellectual property rights, unless you have the permission of the owner of these rights and the persons (or their parents or legal guardians, where applicable) who are shown or who have rights in or to the materials. Furthermore, you may not submit any Materials that may give rise to any civil or criminal liability under applicable law or expose Minted or its legal affiliates or partners to the threat of the same. We reserve the right to delete, move, or edit images, or suspend viewing or printing of any Materials if, in our sole discretion, we deem any submission abusive, defamatory, or in violation of laws or rights of privacy or publicity, copyrights, or other intellectual property rights or otherwise inappropriate or potentially to lead to civil or criminal liability. In the event that you post, submit, or upload non-Design Materials ("NDM"), such submission will not change the ownership status of those NDM, and you hereby grant us and our designees a worldwide, non-exclusive, sublicenseable (through multiple tiers), assignable, royalty-free, fully paid-up, perpetual, irrevocable right to use, reproduce, distribute (through multiple tiers), create derivative works of, and publicly display and perform (publicly or otherwise) such NDM. Please note that, while you may retain ownership of your NDM, any design, template, or layout in which you arrange or organize such NDM through tools and features made available through Minted is not proprietary to you, and can be used by Minted and others for any purposes. You acknowledge and agree that you have no rights in any such design, template, and/or layout, and such template or layout is the sole and exclusive property of Minted or its licensors.

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Please note that our community members may report Materials that they believe to be inappropriate. Minted has the right, but not the obligation,

to remove Materials in response to user reports or requests. Minted is not responsible for, and will have no liability for, the removal or non-removal of any Materials.

You agree not to use our Site to promote any products or services of any company that operates in competition with Minted.

GENERAL: Submission of the Design and checking the box acknowledging that you have read and agree to these Terms and Conditions constitutes your acceptance of these Terms and Conditions and creates a binding contract under California law. You may not assign or otherwise transfer any right or obligation herein without the prior written consent of Minted, which may be withheld in Minted's sole discretion. Any dispute between you and Minted shall be decided under California law, via binding arbitration in accordance with applicable rules of the American Arbitration Association. Any such arbitration demand shall be filed in San Francisco, California within one year of the date that any claim may arise.