

For Art's Sake Challenge

Submission Deadline: Monday, July 20, 2015 at 10am PST

We are continuously impressed with the high quality of artwork and photography that our Minted community has created. As our art business continues to grow, we can't wait to launch a more diverse and unique assortment of art. We're turning to you to submit your most interesting and creative pieces to wow us once again. There are no artistic restrictions in this challenge, and we accept all mediums reproducible on paper. As always, a warm welcome to any new artists or photographers!

PRIZES:

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

- **FIRST PRIZE: \$3000**
- **SECOND PRIZE: \$1500**
- **THIRD PRIZE: \$750**
- **FOURTH-TWENTIETH PRIZES: \$200**

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. All special prize winners will receive a framed Minted print valued up to \$150.

- **Curator's Choice Award:** For the artwork that most captures the attention of the Minted curatorial team: **\$500 and featured in Minted catalog**
- **Newbie Award:** For the best work of art by a first-time entrant: **\$350 and featured in a Minted marketing email**
- **Color Award:** For the best bold and colorful art piece: **\$350 and feature in a Minted banner**
- **Nursery award:** For the most charming print for a little one: **\$350 and feature in a Minted banner**
- **Avant-Garde Award:** For the best edgy print that pushes boundaries: **\$250**
- **Abstract Award:** For the best abstract painting, illustration, or graphic: **\$250**
- **Photography Award:** For the best photographic art print: **\$350**
- **Seasonal Award** for the best piece of artwork inspired by the fall or winter months: **\$250**
- **Landscape Orientation Award:** For the art piece that best utilizes the landscape orientation: **\$250**
- **Square Award:** For the most interesting square-shaped composition: **\$250**

EDITORS' PICKS AWARDS:

Minted will select additional pieces for sale as Editors' Picks, with those artists receiving **\$150** prizes. All top placeholders, Editors' Picks, and award recipients will earn a commission of 10% of net sales of the products sold on Minted, in addition to the upfront cash prizes.

Creative Notes:

- We are accepting non-customizable art prints in this challenge.
- Your print will be available 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. Make sure to set up your file for the largest print size as a full-bleed image that meets either the height or width requirements within the content area (38" x 54"). Note that margins will be added in the template.
- 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.**

Other things to consider:

- As a result of artist feedback, we are happy to say that we have revamped our challenge art launch process. Winning art prints from this challenge will launch for sale on Minted within 2 weekdays after we receive your print-ready files.
- 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 submission titles (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 piece difficult.

What Happens Next?

- After you submit, you can **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.

Work of Art Challenge

All submissions must be received by 10am PT, 7/20/15.

1 Create your hi-res artwork

You will be creating art prints. Your artwork should extend to the edge of the max width and/or height requirements (38" x 54", 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 created digitally will need to be in CMYK and bitmap elements at a minimum 300 dpi. 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 Artwork Submissions

Minted, LLC ("Minted," "we," "our," or "us") appreciates your ("you," "your," or "Artist") participation in the Minted contest set forth in the contest overview attached hereto (the "Contest Prize Overview") (such contest, the "Contest") via your submission of an artwork (hereinafter the "Artwork"). By submitting the Artwork to Minted, you agree to the following terms and conditions ("Terms and Conditions"):

You promise, represent and warrant that each and every Artwork you submit to Minted (a) is your own original work, (b) has not been previously published, distributed, sold or reproduced anywhere by any means in any physical medium (including in any books or magazines) other than (i) in a single original work if the Artwork was first produced in a tangible medium (e.g., watercolor or other painting or photographic negative) and/ or (ii) no more than twenty five copies total of the Artwork sold by you prior to submission of your Artwork, (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 Artworks incorporating such content to Minted in connection with this Contest.

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

Whether or not we select the Artwork for a Prize, you may not offer for sale, sell, or submit the Artwork or Matching Items (as defined below) to others or otherwise publish, distribute, or reproduce the Work 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 Artwork for a Prize, then you will be free to use the Artwork for any purpose. Notwithstanding the foregoing, if you have been provided an Artist-specific, branded shopping area on a subdomain of the Site by Minted (a "Store"), to the extent you self-launched products incorporating the Artwork or Matching Items prior to submitting your Artwork to the Contest, subject to the terms and conditions governing your use of the Store, you may continue to sell such products via your Store during the Trial Period. If Minted selects your Artwork for a Prize, your Artwork will be subject to these Terms and Conditions, including the applicable Contest Prize Overview.

During the Trial Period, we may display the Artwork in connection with use on products offered for sale to assess consumer interest, even if we have not yet selected your Artwork for a Prize.

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

If your Artwork is selected for a Prize by Minted, effective upon such selection, you hereby immediately and irrevocably grant to Minted an exclusive (even as to you, subject to the License Conversion as defined below), sublicenseable (through multiple tiers), assignable, royalty-free, fully paid-up, irrevocable right to use, reproduce, distribute (through multiple tiers), create derivative works of, and publicly display and perform (publicly or otherwise) the copyright and all other intellectual property, "moral," and other rights in your Artwork and in any additional matching items set forth in the applicable Contest Prize Overview or otherwise requested by Minted or provided by you in connection with your Artwork ("Matching Items") (the Artwork and Matching Items, collectively, the "Work"), including, without limitation, the right to copy, reproduce, make derivative works and sell or offer for sale the Work and products bearing the Artwork or derivative thereof or incorporating the Work or any derivative thereof, and to allow others to do the same. For clarity, the foregoing exclusive license of your right, title, and interest relating to the Work does not take effect until and unless the Artwork is selected for a Prize by Minted. Without limiting the foregoing, if the Artwork is selected for a Prize, Minted may, among other things, use the Work and your Artist Name in any manner, including but not limited to: (a) reproducing the Work, or portions thereof, and your Artist Name on products, (b) selling products (including but not limited to art prints, greeting cards, invitations, and stationery) bearing the Artwork or any derivative thereof or incorporating any aspect of the Work or any derivative thereof and which may include or be associated with your Artist Name (subject to Minted's obligation to pay you the Sales Commission as defined and described below) and which may be, in Minted's sole discretion, sold via the Site and/or your Minted Store, if applicable, (c) changing or reworking the Work by making color or size changes, (d) making derivative works of the Work and (e) using the Work and your Artist Name on our Site and otherwise to promote Minted.

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To the extent that you submit an Artwork to the Contest that was previously self-launched via your Store and Minted selects such Artwork for a Prize, in Minted's sole discretion, Minted may, upon selecting the Artwork for a Prize, transfer or convert any products bearing the Artwork or any derivatives thereof, or incorporating the Work or any derivatives thereof, that you previously self-launched in your Store as necessary,

including converting any such art prints into a Limited Edition designation on your Store and deducting the number of such products you sold via your Store prior to the date of such transfer from the available number of Limited Editions of such products.

Nothing in these Terms and Conditions obligates Minted to promote or sell the Artwork or the Matching Items, even if the Artwork is selected for a Prize.

If the Artwork is selected for a Prize, then we shall pay you a lump sum cash Prize amount and a Sales Commission, as set forth below and in the applicable Contest Prize Overview. All Prize amounts are in U.S. dollars. Minted may, in its sole discretion, also select Editor's Picks and/or recognize other categories of top Artworks (including as voted by the community) as Prize winners, as specified in the applicable Contest Prize Overview, each of which will be deemed selected for a Prize.

If the Artwork is selected for a Prize by Minted at any time after the Trial Period, Minted may notify you of its selection and you may accept or reject the Prize. To the extent that you accept the Prize for any Artwork selected after the Trial Period, these Terms and Conditions will be applicable to your Artwork, including the Prizes and Sales Commissions set forth in the applicable Contest Prize Overview. With respect to an Artwork submitted in this Contest that was not selected for a Prize, the Prizes and Sales Commissions set forth in these Terms and Conditions will not be applicable to any future use of such Artwork by Minted or any future sales of such Artwork, including sales via your Minted Store, if applicable.

SALES COMMISSION: You will be paid a commission on Net Sales of any Minted products sold by Minted that wholly incorporate the Artwork or the Matching Items ("Commissionable Items") (such commission, the "Sales Commission"). Commissionable Items shall include (a) backers, envelope liners and envelopes that wholly incorporate the Artwork or Matching Items and (b) with respect to any Minted products that wholly incorporate the Artwork or the Matching Items, shapes or other changes to basic form factor, such as folded cards. Commissionable Items expressly exclude: (a) backers, envelope liners and envelopes that do not wholly incorporate the Artwork or the Matching Items, (b) higher quality paper, (c) frames, shipping, personalization or addressing services, and (d) additional personalization or custom design services provided by Minted. Applicable Sales Commissions and Matching Items are set forth on the applicable Contest Prize Overview. "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) for the sale of Commissionable Items, excluding chargebacks and returned and/or defective products. Minted may offer any products incorporating the Artwork or the Matching Items 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 Artwork 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 Artwork and all other requirements set forth in the applicable Contest Prize Overview, including any applicable Matching Items. If, after providing you with written notice to produce high-resolution artwork, Minted does not receive high-resolution artwork for the Artwork selected for sale within 14 days, then Minted reserves the right to withdraw your Prize and refuse you payment for use of the Artwork and Matching Items.

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 Work ("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-Artwork Materials (i.e., Materials other than the Work) ("NAM"), such submission will not change the ownership status of those NAM, 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 NAM. Please note that, while you may retain ownership of your NAM, any design, template, or layout in which you arrange or organize such NAM 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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authorization, or otherwise violate any intellectual property or proprietary right of any third party, and are not unlawful, fraudulent, threatening, abusive, libelous, defamatory, obscene, or otherwise objectionable, and (c) you consent to the use of your likeness and you have obtained the written consent, release, and/or permission of every identifiable individual who appears in Materials to use such individual's likeness, for purposes of using and otherwise exploiting the Materials in the manner contemplated by these Terms and Conditions or, if any such identifiable individual is under the age of eighteen, you have obtained such written consent, release and/or permission from such individual's parent or guardian (and you agree to provide to Minted a copy of any such consents, releases, and/or permissions upon Minted's request).

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You agree not to use our Site to promote or link to any products or services of any company that operates in competition with Minted including, without limitation, Etsy, Society6, Zazzle, Shutterfly/TinyPrints and Café Press.

GENERAL: Submission of the Artwork and checking the box acknowledging that you have read and agree to these Terms and Conditions and the applicable Contest Prize Overview constitutes your acceptance of the Terms and Conditions and applicable Contest Prize Overview, 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. Minted may assign or otherwise transfer any right or obligation herein without your consent. 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

CONTEST PRIZE OVERVIEW:

SALES COMMISSIONS:

Product	Sales Commission
Printed stationery products incorporating the Work	6%
Digital cards incorporating the Work	8%
Art prints incorporating the Work (note that this is different than the commission for self-launched art prints sold in your Store, which have a lower commission)	10%
All other products incorporating the Work	As determined by Minted upon Minted's launch of each such product; Minted will notify you of the applicable Sales Commission for each such product.

MATCHING ITEMS:

Artists will later be asked to submit two alternate colorways, if applicable, and a detailed description of their print.

PRIZES:

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