

## *freshly minted:*

# The Books to Bottles Baby Shower Invitation Challenge

**Submission Deadline: Monday, March 12, 2012 at 10am PST**

Baby shower invitations are one of the most popular products on our site – and it has been a while since Minted refreshed its offering! Minted customers are in need of stylish baby shower invitations for chic, modern moms-to-be. They look to Minted for those unconventional designs that leave traditional, tacky elements behind. Show the world how you would re-invent the baby shower invitation to celebrate moms-to-be and their unique personalities. (For this challenge, we are \*not\* looking for photo cards). Let the showering begin!

### PRIZES: INDIVIDUAL DESIGNS

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

- **FIRST PRIZE: \$1000** ■ **SECOND PRIZE: \$500** ■ **THIRD PRIZE: \$250**
- **FOURTH-THIRTIETH PRIZES: \$100**

### SPECIAL PRIZES:

We will award \$250 special prizes to these individual designs, decided by Minted's editorial team:

- **Avant Garde Award** for the best edgy invitation design
- **Cutest Award** for just the cutest invitation design that is still modern
- **Baby Makes 3 Award** for the best invitation design representing the new threesome – mom, dad, and baby – for example, represented by mom/dad/baby animals, 3 household objects, etc.
- **Animals Award** for the best invitation design incorporating an animal or other creature
- **Over-the-Top Pretty Award** for the prettiest invitation design
- **Text with a Twist Award** for the best design that uses curvilinear text to create unique shapes or unusual layouts with the mom's or parents' names\*

\*We're always developing new ways to use technology to enable our designers. Customers can now personalize more complex designs in many ways from moving design elements and text boxes to changing colors and customizing curvilinear text. So shake that design up a bit!

### EDITOR'S PICKS AWARDS:

Minted will select additional designs for sale as Editor's Picks, with those designers receiving **\$100** prizes. All top placeholders, Editor's Picks, and award recipients will earn a commission of 6% of net sales of the products sold, in addition to the cash prizes.

### Creative Notes:

- We will be accepting non-photo designs only.
- Designs should be able to accommodate average-length names (about 20 characters for a full name).
- Please only submit a design for the front of your card. Winners will later be asked to submit 2 alternate colorways and matching accessories (a matching backer and coordinating Skinny Wrap address label) for their design.
- **DIMENSIONS:** A7 (5" x 7") or square (5.25" x 5.25") flat card, double-sided printing. Both landscape and portrait orientations are fine. Please allow for a .1" bleed.

### Other things to consider:

- In submitting multiple designs, do not submit the same design in multiple colorways (or slight variations of the same design).
- Choose unique names for your designs. Be creative, knowing we may get dozens of entries called 'Modern' or 'Simple Flourish'. Do not submit multiple designs with the same name. Also, do not include the phrase 'Baby Shower Invitation' in your title. This will be added automatically.
- Please use only alpha-numeric 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.
- Voting launches shortly after the close of submission so make your edits quickly! A few weeks after the close of voting, the winners of the challenge will be announced, and the winners will be contacted by email with directions on how to submit their art files and collect their prizes.

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### The Books to Bottles Baby Shower Invitation Challenge

All submissions must be received by 10 am PST, 3/12/12.

#### 1 Create your designs

You will be designing **baby shower invitations** (dimensions: 5" x 7" or 5.25" x 5.25"). Both landscape and portrait orientations are fine. You may submit multiple designs, however, you cannot submit the same design in multiple colorways. We have provided templates in the submission kit.

- Final artwork **must** be in CMYK mode. Please no spot colors 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. At this time we are unable to print spot colors, metallic or other specialty inks, and we are unable to allow die-cuts, folds, foil stamping, embossing, ribbons/embellishments, or other 'fancy stuff'.
- If your design is selected, final artwork will be required in **Adobe® InDesign® or Illustrator®** format only. Designs will need to be in **CMYK**, and bitmap elements at a minimum 300 dpi at size. All textual typesetting must be editable in Illustrator or InDesign, however, any font that is used as a graphic element (i.e. dingbats, motifs, flowers, etc.) must be converted to outlines. We no longer accept Photoshop® files in final artwork. **Please include all linked files.** Bitmap elements should be in TIFF format (NO JPEGs).

#### 2 Create low-res Submission Images from your Illustrator® or InDesign® file

We no longer require you to use Photoshop® templates to create images for submission. Saving and uploading a JPEG or GIF of your design at the correct size is all we need. Please see the 'How To' side bar at right for instructions.



#### 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 with this document.

#### 4 Fill out Online Entry Form and submit designs

Submit your design at [www.minted.com/submit-design/](http://www.minted.com/submit-design/). You may be asked to log in or create an account. Please fill in the form completely, and upload your Submission Image. **PLEASE CHOOSE A UNIQUE NAME for your design, using only alpha-numeric characters (e.g., no commas, semi-colons, dollar signs, etc.).**

#### How to prepare your submissions for the Web:

- The Submission Image of your design must be no larger than 550 x 550 pixels, under 150kb, and in JPEG or GIF format. Files that are too large will not be accepted. JPEGs must be in RGB color mode.

#### Designs Created in Illustrator

- You can save your design as a JPEG or GIF directly from Illustrator. From the File Menu in Illustrator, 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 larger side of your design to 550 pixels and click on the 'Apply' button, then save.
- If you are having trouble saving a jpeg directly from Illustrator, save your design as a pdf then open in Photoshop, following the alternate instructions below.

#### Designs Created in InDesign

- From the File Menu in InDesign, select 'Export' to export your file as a JPEG. Below the 'File name:' box you will see the 'Save as type:' drop down menu where you will select JPEG.
- Once you click on the 'Save' button an export JPEG menu will pop up. Select a resolution of '72' from the drop down menu.
- Once you've saved your image from InDesign, open the file in Photoshop to Save for Web. From the File Menu in Photoshop, 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.
- Set the larger side of your design to 550 pixels, then save.

## A Few Frequently Asked Questions.

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

### Who should I contact if I am experiencing technical difficulties submitting a design?

With technical difficulties or any other issue or question you may have — although please read through the above FAQ first — please email us at [designers@minted.com](mailto: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.

### Am I allowed to use iStockphoto images?

The short answer is no. iStockphoto's license agreement prohibits any of their designs to be reproduced for consumption, which is exactly what Minted does. The specifically relevant clause is: "For example, you cannot superficially modify the Content, print it on a t-shirt, mug, poster, template or other item,

and sell it to others for consumption, reproduction or re-sale." Even if you purchase the design under an extended license provision, we would still have to re-purchase it in order to be the owner and distributor of the design. Unfortunately, Minted can't afford to do this and still be able to take care of you, our wonderful designers. And, furthermore the whole point of Minted is to gather the very best original designs!

### 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.

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## Fonts

Minted licenses all the fonts that we use for print and online. While we are continually adding new fonts, we ask that you keep your fonts to those on the list included in this submission kit. Fonts used in winning submissions that are not on that list will be substituted. 'Free fonts' that are licensed for commercial use for no charge that are not on this list may also be used. If you have any questions about fonts or potential substitutions, drop us a note at [designers@minted.com](mailto:designers@minted.com) and our resident font expert will happily help you out.

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## Minted, LLC Terms and Conditions for Design Submissions

Minted appreciates your participation in our "Baby Shower Invitation Challenge" contest ("Contest"), via your submission of a baby show invitation design (hereinafter the "Design"). By submitting your 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 is your own original work, has not been previously published, is not and has not been offered for sale anywhere by any means, and does not contain any trademarks, logos, copyrighted material, content subject to right of publicity or privacy, or any other intellectual property belonging to any third party, other than that which has been provided to you by Minted. 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 any reason, and in its sole discretion. If your 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 and display your

Design for the purposes of promoting Minted and this Contest, on our site and otherwise throughout the world, in Minted's sole discretion.

If your Design is selected for sale by Minted, at that time you immediately and irrevocably assign to Minted the entire right, title, and interest in and to the copyright and all intellectual property, 'moral' or other rights in your Design, including the right to sue for past infringement and the right to further sublicense the Design.

You also license us the use of your Designer name and identifying information and image ("Designer Name") for purposes of promoting the Design. Nothing in these Terms and Conditions obligates Minted to promote or sell the Design.

Without limiting the foregoing, Minted may, among other things, use the

Design and identify your Designer Name in any manner, including but not limited to: reproducing the Design and your Designer Name on products, selling products bearing the Design and your Designer Name, changing or reworking the Design by making color or size changes, making derivative works of the Design, using the Design and your Designer Name on the Minted website and otherwise to promote Minted, and registering the Design with the US Copyright Office in Minted'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. If your Design is selected, then you may not use the Design (or derivatives of the Design) or allow others to use the Design (or derivatives of the Design) in any manner whatsoever.

Whether or not we select your Design for sale, you may not reproduce, sell, or submit the Design to others for any purpose for ninety (90) days after the Contest's submission deadline (the "Trial Period").

During the Trial Period, we may display your Design as a product for sale to assess consumer interest, even if we have not yet selected your product for sale. If a customer orders a product incorporating the Design, the Design will be deemed selected and you will be compensated as if the Design were an Editor's pick. After the expiration of the Trial Period, if Minted has not notified you that it has selected your Design, then you shall be free to use the Design for any purpose. You further agree not to use the Minted website to promote any products or services of any company that operates in competition with Minted.

If your Design is selected for sale by Minted in this Contest, then we shall pay a lump sum Cash Prize and a Sales Commission, as follows:

#### PRIZES:

As voted by the community:

- FIRST PRIZE: \$1000
- SECOND PRIZE: \$500
- THIRD PRIZE: \$250
- FOURTH-THIRTIETH PRIZES: \$100

#### SPECIAL PRIZES:

We will award \$250 special prizes to these individual designs, decided by Minted's editorial team:

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\*We're always developing new ways to use technology to enable our designers. Customers can now personalize more complex designs in many ways from moving design elements and text boxes to changing colors and customizing curvilinear text. So shake that design up a bit!

In addition, we will be awarding \$100 to a healthy number of Editor's Picks from this challenge. The top 30 designs, as voted by the community, Editor's Picks, and award winners will be sold on Minted.com, with those designers receiving 6% of net sales of the products sold, in addition to the cash prizes.

**SALES COMMISSION:** Designer will be paid six percent (6%) commission on Net Sales of any Minted products sold by Minted which wholly incorporate your Design. "Net Sales" is defined as the retail price received by Minted from its customer, i.e. the price charged after any promotional discounts, excluding 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 ninety (90) days from the end of each calendar quarter. Calculation of Sales Commission 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. Payment of any cash prizes will be sent within ninety (90) days after Minted receives high-resolution artwork of your Design and Designs for two additional colorways, including a matching backer and Skinny Wrap Address label, selected for sale, deemed suitable for print. You may also be required to submit an Inspiration Board with each winning design, an Inspiration Board being defined as 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", and are required for all Designs selected for sale by Minted, regardless of the category.

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.

**MATERIALS REQUIREMENTS:** You may not submit any Materials, including, without limitation, photographs and other images, text, graphics, videos, visuals, sounds, data, files, links and other materials that could infringe any rights of privacy, publicity or copyrights, 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 in the materials. Furthermore, you may not submit any materials that may give

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