



Welcome to the
Rabbit Valley
Artist Cooperative
Association



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For more information on any of our services, please contact:

Main Number and Contact

Rabbit Valley Customer Service - customerservice@rabbitvalley.com
702-291-8286

Chief Bunny and President

Sean Rabbitt

Crafty Marketing Fox and Vice President

Andrew Rabbitt



have a signed letter from the legal department of the corporation. In general, we do not accept artwork with characters copyrighted by third parties. Our contract with you states that you are fully responsible for any violations and may be required to recoup any legal fees we incur should a violation take place.

To comply with laws in our locality, we do not accept images depicting use of illegal drugs, bestiality, pedophilia or obscenity as defined by the United States Supreme Court.

Artwork Evaluation and Approval

Rabbit Valley evaluates artwork mainly based on our ability to sell your artwork. The review process is highly subjective, so we appreciate your understanding. Rejection of work once does not imply that your work will never be accepted in the future. Nor should it be an indication of your abilities as an artist. It should only be used as an indication of the saleability of your work to our present audience of customers.

Rabbit Valley Contract

A blank contract is available on request for your review. Our contract with you warrants that you are the artist of the work, you are the owner of any copyrighted characters or have permission to use these characters, you acknowledge the fees you will receive for goods sold, and various other legal mumbo-jumbo. We always recommend that if you have questions regarding the contract to contact your lawyer or legal advisor.

Source Files

All files for printing must be sent to Rabbit Valley in electronic format suitable for reading with Adobe Photoshop or Adobe Illustrator. We also have scanning services available at an additional fee.

Files must be at least 300 Dots Per Inch or higher. Files should be in CMYK format. RGB images may experience a color shift when printed.

Files should be in a format readable by Adobe Photoshop or Illustrator. We recommend formats with a “loss less” compression method like TIFF or PSD format. If your work is native to Adobe Illustrator, the vector file (AI, EPS, or PDF) is highly recommended.

Always include a description file with each submission. Descriptions should include the species of the characters depicted, a short description of the image, and any other information you feel may be of interest to the buyer. Customers enjoy having more information about the art.

To speed your artwork to our web site, we also recommend sending a small low resolution file along with your large files. This file should be no wider than 250 pixels, saved as a JPEG with a quality of 3 or 30 depending on your software, and have any materials intended for adults only (depictions of genitalia) pixelated out for the safety of any young viewers.

Artwork intended for mature or adult audiences that is censored serves multiple useful purposes. First, it keeps adult artwork out of the hands of children surfing the internet. As much as we like to believe that parents are mature and responsible, we need to protect the unprotected. Second, customers want to see what is “behind the curtain.” Censoring actually increases sales.



Transmitting Files to Rabbit Valley

We prefer that images be sent to us on CD-ROM. These may be mailed to us at the address listed on the front of this package. If you have high speed internet access, please contact Rabbit Valley for information on our FTP site. Files must be sent in a format that may be read by a system running Apple OS X 10.6 or higher.

Promoting Your Artwork

Rabbit Valley has built several tools to assist you in selling your artwork. Visit our web site at <http://www.rabbitvalley.com/help> for a list of buttons which you can use to link directly to your directory of artwork.

Your art will be placed in a directory containing only your work. Each directory contains a link at the bottom of the page suitable for linking off your web page or distributing to others. Each print also contains a unique URL. Now, you can link directly from a site such as VCL or FA to a place where a customer may purchase the print.

We highly recommend advertising. Visit web sites, news groups, and tell folks on your mailing list (if you have one). We will announce your artwork is available to our mailing list.

Royalties Paid

All Royalties are paid within thirty days of the end of any calendar quarter.

You may also use your artist royalty payment for purchases of items at Rabbit Valley® Comics. We gladly transfer your payment into credit worth 120% of your current royalties.

Portfolios

Artist portfolios are a popular way to distribute artwork at a value to customers. They are ideal for getting the artist's name out to the public as well as collecting themes or older prints together in a package that the customer feels is a good value.

Artist portfolios are handled in much the same way as artwork prints. Royalties are generally based on 50% of the retail price. Color portfolios may have slightly lower royalties due to the expense of creating these projects. Contact Rabbit Valley for a custom quote on your project.

CD-ROM Archives

CD-ROM archives are becoming increasingly popular ways to distribute massive amounts of artwork and artwork that would otherwise not be of printing quality. We have had success with distributing artist Oekaki artwork that is too low of a resolution to print.

CD-ROM archives are paid royalties of 50% of retail price. CD-ROMs include burning a disk of your design, a color label of your design, and, if desired, a card stock insert for the jewel case.



Buttons, Knickknacks, and Other Stuff

Rabbit Valley presently has a button press capable of making 1.5 inch buttons and magnets. Royalties on these items are 50% of retail price. Please inquire about more options available.

T-shirts

If you have a really, really excellent design for a T-shirt, Rabbit Valley may be able to help. Royalties for these items will depend on the price point for the product and the number of colors used in the creation of the shirts. Please inquire for more information.

Promotion Services

Rabbit Valley, on average, distributes over 250 packages per month to a variety of active customers all over the world. As of July 2003, we have over 3,500 active US customers on our mailing list and 1,500 active customers on our E-mail update list. With a large reach to a furry audience with cash in hand, you can expand your sales and promote your products at a very low cost per impression

Flyer Inserts

Ride along with our packages. This inexpensive service includes a single sided black and white flyer with free spot color for only 4 cents per impression. Minimum of 500 flyers, \$20. Flyers are distributed until exhausted.

Want to save more money? Supply your own flyers for only 2 cents per impression. Minimum of 500 flyers, \$10. You can insert any paper from 8.5x11 or smaller. Postcards are also fine.

Are you a Rabbit Valley ® Artist or a non-profit organization looking to promote an event? Supply your own flyers, and fly for free. No minimum number of flyers are required.

Postcard Mailings

Send a message to several thousand dedicated customers. We do everything from printing to postage to addressing the cards. All mailings are done in-house; purchasing or renting our mailing list is not available. Ask for a custom quote.

Advertising in Our Publications

Rabbit Valley ® Comics publishes the comic book Circles and its semi-regular Vast Catalog of Other Good Stuff™. Circles carries a print run of 2000 books, and the Vast Catalog varies between 1000 and 2500 books per run. Vast Catalog is distributed free of charge at large conventions and via mail.

Full Page: \$100

Half Page: \$60

Quarter Page (half column): \$35

Check for discounts on ad rates by contacting customer service.