



ARTIST GUIDELINES

Dear Artist:

Thank you for your interest in submitting illustrations for ComstockMarketPlace. The following is general information for what type of work we are looking for. We hope it is helpful in your generation of cartoons and that we will be hearing from you soon.

Keep the images SIMPLE. Art can be submitted in black and white, but, you must be able to furnish finished colored art if your idea is chosen. Specs will be sent to you at that time.

Be outrageous. Outrageous situations involve drawings of fat, old, 'dweeby', or ugly people. Beautiful people work good too! They can be caricatures of famous or infamous people or combinations of the above.

Be completely uninhibited and graphic. The purpose of these cards is to feature a level of imagery and humor that one couldn't get away with utilizing photography. As always, our purpose is to generate humor, shock, outrage, and perhaps even stimulate. Why? Because it sells!

Express a sentiment. The card has to express some kind of sentiment, i.e., Happy Birthday, Merry Christmas, Happy Valentine's Day, Get Well Soon, I love you, I miss you, Happy Retirement, Bachelor/Bachelorette, Getting Married, Anniversary, Friendship, Age-Related, etc.

Direction is important. Cards come FROM someone, and they are sent TO someone else. Be sure to keep this in mind when creating gaglines.

Everyone likes a good joke. Jokes are great, but they don't make greeting cards that sell if they lack direction, or don't express a sentiment. Poems are nice, but NOT for us. Copy should be short & sweet - not too wordy.

All artwork should be submitted with a self-addressed stamped envelope so that they may be returned. All artwork submitted without a return envelope will be discarded after three (3) months.

Sincerely,

Production Department