



## SUBMIT PRODUCT DETAILS

Requirements & Recommendations for  
Submitting Your Shelf Listing to the  
Kawartha Lakes Arts Council Marketplace

Updated October 2022

# IMPORTANT LINKS

Thank you for your interest in posting an item! The Kawartha Lakes Arts Council Marketplace is made up of a community of Creators looking to share their work.

We require the following for your product: Product Details, Product Image, and an Artist Bio (note: If you are already a Member, we will use your Bio that is on file, should it exist).

Please review this document for further details, file types, and ways to submit your content. Products will not be displayed until all required elements have been received, and if applicable, payment has been received.

If you have any questions, please don't hesitate to contact us at:

[kawarthalakesartscouncil@gmail.com](mailto:kawarthalakesartscouncil@gmail.com)

Non-Members: Shelf Spaces for your products can be purchased here:

<https://www.kawarthalakesartscouncil.com/marketplace-listing>

You can find the Kawartha Lakes Arts Council Marketplace at:

<https://www.kawarthalakesartscouncil.com/marketplace>

# PRODUCT DETAILS

When submitting your Product details, please include all of the following. Please submit these details in a word document, with the file name as 'Your *Name*-Listing Product Details'.

- a) **Vendor Bio** - We recommend including a small bio (2-3 sentences) to highlight yourself as the creator of the product. If you are a Kawartha Lakes Arts Council Member, please ensure your Member Profile on the KLAC website is updated, as your product listing will also include a link back to your Profile so buyers can learn more about you.

The details below should be included for each Product being submitted. If images are being provided, please ensure your Product Name matches your image file name.

- b) **Product Name** - Your product name should be short and to the point. Please refer to the [Marketplace webpage](#) for recent examples.
  - a. **Product Description** - Your product description should be no more than 150 words.
    - 1) For visual artwork, we recommend providing a mixture of visual description and any important physical details (dimensions, materials, etc.).
    - 2) For events, include things like event date, location, etc. It is highly suggested to include a note as to whether Shipping is included in the price, or extra.
  - b. **Product Price** - What price would you like to sell your product for? In all pricing cases, it is required for you to make a note as to whether shipping is included or extra. Don't forget to include tax if applicable, as all published prices should be inclusive of tax.
  - c. **Inventory Quantity** - Please include the quantity of product available (up to a maximum of 10 per shelf).
  - d. **Variations** - Does your product come in different colours or sizes of the same design? If so, please note quantity you have to offer.

# PRODUCT IMAGERY



The above images are examples of how your product can be displayed. Here are some helpful tips:

- Images will always be in square format on the website, and at least 1000x1000 pixels. JPG and PNG formats only.
- Do not include any text on the imagery itself.
- Make sure the image focal point is centered, in case we need to adjust the image
- At least one of your photos should feature the entirety of your product, in high resolution with good lighting. Your other photos can feature alternative angles and close ups.
- Make sure your image file name matches the Product Name on your Product Details page.
- We recommend a minimum of 2 photos per product. You are welcome to include a few more if you are offering variations. Please number your files if you have more than one.

If you're stuck, we recommend using [Canva.com](https://www.canva.com) - it's a great, free resource that can create square templates in multiple formats.

You can also contact us should you need additional help, though this will depend on availability of our staff and volunteers.

# SUBMITTING CONTENT

## **Option 1 - Zipped Folders**

Once all your content is ready, we request that all your files (text and imagery) be placed in a zipped folder. Please title the zipped folder Your *Name* - KLAC Marketplace.

## **Option 2 - Private Artist Folder**

If you aren't familiar with zipped folders, please contact us and we can send you a link to your own private artist folder, where you can upload your files.

The contact for both options is [kawarthalakesartscouncil@gmail.com](mailto:kawarthalakesartscouncil@gmail.com)

## **IMPORTANT: PLEASE READ**

**By participating in the Kawartha Lakes Arts Council Marketplace, vendor confirms they have read the Policies and will comply with them.**

These Policies are located on the KLAC website  
<https://www.kawarthalakesartscouncil.com/policies>

**KLAC requires confirmation of having read these Policies when submitting product details (please include a sentence in your email stating 'I have read and comply with the Kawartha Lakes Arts Council Marketplace Policies').**