



Print for a Cause (name likely to change) is our most recent way to give back as well as inspire others to help make a difference. We are working with the world's best visual storytellers to showcase impactful images while highlighting important Social & Environmental causes. This larger than usual format print will provide a glimpse into the mind of each Visual Storyteller!

HOW IT WORKS

We will work with our network of Visual Storytellers to produce a Single, limited Edition large format (A3) print (issue) with each Visual Storyteller. Before we begin, we will discuss and agree to the entire process, including the Cause and promotion of the final product across all networks.

CONTENT

Each issue will be 24-48 pages (depending on the agreement and topic).

- 297 x 420mm (folded size).
- Stitched binding, printed on matte paper. Cover is matte laminated. Binding allows spread printing and outstanding lay-flat appearance
- Idea as a portfolio presentation, coffee table or souvenir book. Unusual larger format adds value and gravitas.
- Full Bleed printing, for amazing visual impact.

FULFILMENT

Guild26 (via f-stop) will handle sales & fulfilment from our USA & European warehouses (can be combined with other normal orders to save on shipping, or even other Print for a Cause issues) and we will contribute the agreed cause on a per quarterly basis.

We will collectively agree on the sales price and provide the cost per issue along with the cost for common fulfilment countries (so everything is completely transparent prior to launch). The goal would be to launch the sale of the Look-book roughly 2 weeks before we start fulfilment, this will help us know how many need to go to Europe / USA to minimise shipping costs (shipping companies don't need any extra money).

We will split the profit 50/50 with the Visual Storyteller featured in the issue, and f-stop / Guild26 will donate our 50% to the Cause agreed upon prior to print of the project. We will handle all logistics, upfront costs, and administrative tasks.

CAUSE / NGO / CHARITY

Since every issue is custom and a partnership with our Visual Storytelling Partner, we depend on you to suggest the Cause which you are passionate about - as part of our commitment to making the world a better place.

We don't put restrictions on the Cause (although we reserve to reject the project), but we encourage you to focus on Environmental, Social, indigenous People, and Geographical Causes (We aren't interest in Political or Religious causes).





FAQ:

IS THERE ANY UP-FRONT COST?

No, f-stop / Guild26 will pay for the initial print costs, will cover all admin, logistic, and fulfilment. If you want copies for your own personal use, we ask you to pay cost + 6%.

HOW IS PROFITABILITY CALCULATED?

We take the Cost per piece, add the cost of the shipment, duty, and tax to our Distribution Centers to get Cost of Goods. We then subtract the Cost of Goods from the retail price.

WHO DETERMINES THE RETAIL PRICE?

We decide together. We discuss the costs, then we can determine the correct Retail Price.

WHO PICKS THE CAUSE?

The Visual storyteller picks the Cause. We reserve the right to say "no". You are free to work with anyone you want, but this initiative will only support legitimate Causes.

DO THE IMAGES IN THE ISSUE NEED TO SUPPORT THE CAUSE?

No. The sale of the items supports the cause! Of course, it's a bonus if it's on topic!

HOW OFTEN DO YOU WANT TO RELEASE THESE?

Once per month, but we will increase the frequency in 2020. This is a long-term initiative, so at least running through 2022.

IS THERE HELP WITH LAYOUT AND DIGITAL VERSIONS?

Absolutely! We have lots of experience, we will help you build a great issue.

I DON'T HAVE IMAGES, CAN I STILL SUPPORT?

Yes, you can help promote each issue to your network / social to raise awareness (both the issue and the Cause) and of course your purchase of an issue will go to support the Cause.

HOW DOES THE MONEY WORK?

Every 3 months we will send the Cause & You in accordance with our agreement. We are not collecting money on behalf of the charity; we are making a donation separately (it's a legal thing). Your (Visual Storyteller) portion of the profits can be sent as you direct.

WILL THERE BE ADS?

No, the inside back cover will have a small section about you (Visual Storyteller), along with the Cause, and f-stop. This is not a magazine, so no ads!

CAN ONLY PHOTOGRAPHERS PARTICIPATE?

No, it's about that we want to help change the world !





FAQ:

TELL ME MORE ABOUT THE ACTUAL PRINTING?

Because of our long and deep relationship with Océ & Canon, we have access to their Pro Print and Large Format / Industrial Prints. We are working with them as the platform.

WHAT ABOUT THE MATERIAL THAT IS USED?

297 x 420mm (folded size), Stitched binding, printed on matte paper 170 gsm matte uncoated. The cover is matte laminated and from the same paper. Binding allows spread printing and outstanding lay-flat appearance. Unusual larger format adds value and gravitas. Cover and or contents can be personalised.

WHAT QUALITY IS NEEDED FOR THE PRINT?

300px/inch is the minimum size for print resolution.

A3 is 29.7x42cm which means a spread needs to be at least 59.4 x 42cm at 300dpi

WHAT ABOUT THE LEGAL ASPECTS?

We will need your agreement that we can use the pictures and we will send you a release form that you would need to fill out in order for us to use and print as well as promote the Project

HOW DO I KNOW IF MY PICTURES ARE EDITED CORRECTLY FOR THE PRINT?

We can provide you with a on-screen Preview of printed results. With a fully colour managed photo editing workflow, it is possible to preview on-screen how an image will be reproduced on a specific print media, printed by a specific process. Doing this allows you to fine tune the editing of the image, with a preview of how it will be reproduced in print. We can provide you with an ICC profile for a calibrated monitor. When it comes to exporting the finished layout for the print we also have a guideline which you can follow.

IS THIS EXCLUSIVE FOR PHOTOGRAPHY?

no, it is not limited to photographers, the driving motivation is to find good causes and support them!

ARE THERE ANY DUE DATES IN ORDER TO SECURE AN ISSUE?

this project will run at least through 2022, so there is time.

DO YOU HAVE TIMELINE?

We are setting the timeline along the way and work with the individual storyteller. Our goal is to launch the project early 2020.

IS THERE JUST ONE ARTWORK OR ARE YOU TALKING ABOUT A BOOK?

We plan on producing a Single, limited Edition large format (A3) print which we refer to as an issue (look-book) with each storyteller. Of course it is also possible to enter as a group but we assume each storyteller will have their own causes in mind. We don't limit ourselves on only the issues. There are a lot of options on how to get involved and we are open for ideas as we move forward.

