

Dear Potential Designer:

Did you know that Leisure Arts is one of the nation's largest publishers and distributors of lifestyle and instructional materials? While our focus changes with trends and marketability of particular categories, over the years we have maintained strong name recognition and a reputation of publishing excellence.

We currently publish books and leaflets in virtually all craft categories. Since our beginning in 1971, we have depended on free-lance designers to create designs for these publications.

If you have original, fresh, and trendy designs, patterns, or ideas, we would be interested in hearing from you. You may send photographs, swatches, sketches, outlines, charts, artwork, or whatever best represents your designs (depending on the skill) to:

Leisure Arts, Inc., Design Submissions, 5701 Ranch Drive, Little Rock, AR 72223

Or you may send an email letter with a PDF file or jpeg attachments to:

submissions@leisurearts.com

Please do not send the actual designs or instructions unless asked to do so. Once our committee has made an initial review of your designs, you will be notified whether or not there is an interest in publishing your designs. This notification may come as soon as a few days but no longer than a month.

If there is an opening in our current product line, we often ask you to send the actual designs to us for a second review before actually contracting with you. If a contract is offered, most of our publications result in an advance signing bonus and royalty payments once the advance is earned back. You will be given designer credit and you will receive complementary copies of the publication in which your designs appear. You will also be able to purchase additional copies of your own publication at a discount.

If we contract with you, we will need the following at the time of signing (other items may also be required, depending on the category):

- Original models
- Signed agreement
- Instructions in a typed printout, plus on a CD or disk in Microsoft Word format
- Patterns
- List of materials and amounts used to produce designs

We are honored that you are interested in being published by Leisure Arts, and we hope that we will have a long and mutually successful relationship with you.

Sincerely,

The Design Review Committee