

**Limited editions prints are created by artists, particularly print makers and photographers. Here are some considerations for best practice when creating and selling limited edition prints.**

## EDITION SIZE

Select the size of your limited edition print run early, because once you have started offering your prints for sale, (for example a limited edition of 20) you cannot increase the size of the edition (to 50 for example). Even if you sell out quickly and have a demand for more. The buyers of your limited edition prints have bought the prints with the knowledge that there are no more than certain number of these prints in existence. Increasing the edition size would lower the value of the prints already purchased and is not an ethical sales practice. It is also worth noting that the smaller your edition size the more valuable it will be as there are less copies in existence.

## LABELLING YOUR PRINTS

Prints should be labelled on the printed paper, underneath the image, in pencil. The edition numbering (e.g. 1/20) should be on the left side, the title of the work in the middle (optional) and your signature and date on the right side. Photographic prints can be labelled on the matting rather than the paper itself if there is no white space to include labelling on the front. Remember to sign each artwork with your signature or initials.

## SIZING FOR DIGITAL PRINTS

Most artists offer prints in one size only, this size is generally the same size as the original artwork (if there is one). However, if you choose to do so, you can offer prints of the same artwork in different sizes, with each size being its own limited edition. For example, the same print can be made in an 8" x 6" limited edition of 20 and a 16" x 12" limited edition of 20. This size difference needs to be clearly communicated to the buyer.

## ARTIST PROOFS

In the printing process, several artist proofs will be made, these are test runs of the print to check that you are happy with the quality print before the final product is printed. These proofs are generally kept by the artist and should not be included in the numbering of the limited edition. They should still be labelled in the same way but marked as "AP" for Artist Proof to distinguish them from the limited edition.

## AUTHENTICITY

Include a certificate of authenticity with the sale of a limited edition print, and include the details of the print run. If you plan to print more editions in the future, this should be communicated to the buyer.

## FURTHER INFORMATION

The Print Council of Australia represents printmakers and printmaking galleries in Australia.  
[www.printcouncil.org.au](http://www.printcouncil.org.au)