

Yevshan Catalog 2015

Submitting an item for sale

Thank you for your interest in Yevshan and our retailing system for Ukrainian products. Yevshan offers a variety of options to Ukrainian publishers, musicians and crafts people to sell their products to the Ukrainian public.

Yevshan retails items to the general Ukrainian public via a web site www.yevshan.com supported by a printed mail order catalogs that are mailed at the end of October and February every year. All items found on our site are also made available to a network of Ukrainian gift shops, Church boutiques and festival organizers around the world with main concentrations in Canada, USA, Australia, UK and Brazil.

In order to submit a product for our review, please mail a promotional copy to:

Yevshan
c/o – Bohdan Tymyc
16887 Hymus Blvd
Kirkland, QC H9H 3L4

In order to submit a product to Yevshan for resale

1. Complete the information found on page 3 of this document in Word and save it on your computer
2. Prepare 4 scans as per our requirements
3. For musical products, prepare an MP3 based on our specifications listed below
4. Send all the above information to yevshan@gmail.com

Pricing

Yevshan retails all items at a price that is approximately 2 times the cost, with the exception of several items. The owner or publisher decides on the selling price. If you suggested retail price is \$20, then your wholesale price to Yevshan should be \$10. If we feel that you have suggested a price that is not properly priced for our market, Yevshan will suggest an alternative retail price before committing ourselves to retailing the item.

Shipping

Depending where you are located, all parcels are shipped to: Yevshan, 16887 Hymus Blvd, Kirkland, QC H9H 3L4 in Canada with the exception of vendors living in the US. Shipments from the US are shipped to: Yevshan, PO Box 1075, Champlain, NY 12919. Please make sure that a commercial invoice is placed within each parcel since we do not accept parcel without enclosed commercial invoices.

Images

*We need 4 electronic images that need to be sent to us by email to btymyc@gmail.com
In the subject write: Images for xxx (title of your product)*

Printed Catalog - BASIC image

Image # 1 - This is the image that we will use for the printed catalog. The scan should be:

- Size - 3 in wide, (or as a minimum 3 in tall)
- 300 dpi
- In color
- Saved as a JPG or jpeg

Web Images - For the web we need three images

Image #2 - Small

- Size - 3 in wide
- 72 dpi (but color corrected, not too dark)
- 70 pixels wide

Image #3 - Large Optimal Detail

- Size - maximum size 8 in wide, or smaller,
- 72 dpi.

For a CD, 6 in might be enough, depending on their font size. Usually, not needed for CDs, but can be used for book inside, details.

Image # 4 - Back cover

- maximum size 8 in wide, or smaller
- 72 dpi

The back image is used to display the list of songs or a description of the publication. 6" wide might be enough to see the details depending on your font type.

Sound clips

In order to properly promote your sound recordings, we ask you to create and submit a 90 second MP3 that should be a musical collage of the best 3-4 song clips from your recording. This sound clip should be mixed so that the clips fade into and out between selections. Each selection should be from one song and should be about 20-30 seconds in length.

You Tube

Another marketing tool that is currently used is You Tube. From your submitted image and sound clip, we will prepare a You Tube clip linked to the Yevshan site and your item.

Information about your Product

Title Name of product

Product code or ISBN number (if any)

Name of publisher or Producer

Mailing address

Telephone number

Cell number

Email address

Web page

Description

Describe your product in approximately 50-75 words in a manner that could be posted on the Yevshan website (cut and paste in this area)

Dimensions (*Number of pages if a book, length of time if a recording or dimension of the item*)

Weight of a single piece in grams or ounces

Year released

Suggested retail price

Percentage discount or Trade Price

Amount of discount offered to resellers or the Trade wholesale price of the items