Penypost Creator Guide

Updated November 2026

Earnings, payouts and file specs for illustrators who sell stamps, stickers, letter paper and envelopes on Penypost.

How it works

1 **Apply in 2 minutes**
Share your Instagram or 1 to 3 sample artworks. No portfolio dump, no pricing, no Drive links yet.

2 **Make one thing**
Once accepted, draw 1 stamp, 1 sticker or 1 paper. Don't worry about exact pixel sizes yet: send your original art and we help prepare it.

3 **We prepare and publish**
We package your artwork, optimize the resolution and list it in Penyshop with your artist name, story and profile link.

4 **Get paid every month**
Earn a fixed royalty on every purchase. Track views and earnings in your private Creator Portal.

What we accept

Drawn by a human hand
Digital or traditional, we want to see the marks of real craft.

Digital illustration
Made in Procreate, Ibis Paint, Clip Studio Paint, Photoshop or similar.

Traditional media, scanned
Watercolor, colored pencil, gouache, risograph, crayon or ink, cleanly scanned.

Hand lettering and doodles
Expressive headers, vintage postal marks, small doodles and handwritten lines.

Feels like paper
Stationery should feel tangible, even on a phone screen.

Textures with character
Paper grain, riso speckles, chalky margins or watercolor bleeds that add depth.

Warm, calm colors
Palettes for quiet afternoons, vintage nostalgia or botanical calm.

100% human-made. No generative AI.

Penypost exists to protect real human connection. We strictly do not accept generative AI art, prompt-assisted output or algorithmic remixes.

Every submission must be your own hand-drawn work. During review we may ask for layer screenshots, a process time-lapse (such as a Procreate replay) or the working file (.procreate or .psd).

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What you earn

Each tier pays a fixed royalty per sale. The app store's 15% cut (Google Play or App Store) and digital sales tax are already accounted for, so the royalty is what you receive.

Tier	Buyer pays	You earn	Best for
Entry Tier 1	$0.99 IDR 17,000	$0.60 IDR 9,000	1 stamp, 1 sticker or 1 letter paper
Standard Tier 2	$1.99 IDR 35,000	$1.20 IDR 19,000	3–5 stamps, 2–3 papers or a mini stationery set
Studio Tier 4	$3.99 IDR 59,000	$2.00 IDR 31,000	6–8 curated stamps or premium stationery
Collector Tier 3	$4.99 IDR 88,000	$3.00 IDR 48,000	A full themed bundle (stamps, papers and envelope)
Master Tier 5	$9.99 IDR 149,000	$5.00 IDR 80,000	Deluxe collector sets and collaborations

Every approved creator gets a private Magic Link to a live dashboard: views and likes on your art, completed orders and downloads per item, and your unpaid balance.

Payout terms

Minimum payout

$3.00 for international artists, IDR 25,000 for Indonesian artists. Smaller balances roll over safely.

Payout dates

Between the 20th and 25th of every month, for the previous month's verified earnings.

Payment methods

Wise, PayPal, crypto (Binance, OKX and others) or Indonesian bank transfer (BCA, Mandiri, BRI, Seabank, GoPay, DANA).

Your copyright

You keep full, non-exclusive copyright and stay free to sell, print or distribute your art anywhere else.

Why payouts arrive the month after

The app store (Google Play or App Store) pays out 15 to 20 days after the sales month ends, so your payout lands the following month. This is standard for mobile app stores.

1. **Sale**
   A buyer purchases your item in the app. The app store processes the payment right away.
2. **Your balance**
   Your Creator Portal balance updates live with every sale.
3. **App store settles**
   15 to 20 days after the sales month ends, minus its 15% commission.
4. **Payout**
   We transfer between the 20th and 25th once you've reached the minimum, then email you the proof of transfer.

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File specs

For accepted creators with finished files. If you'd rather skip the pixel math, send your original art and we'll prepare it.

Letter paper	1240 × 1754 px ~0.707:1 (A4) · WebP or JPEG · max 200 KB
Showcase banner	1200 × 675 px or 1080 × 540 px 16:9 or 2:1 · WebP or JPEG · 120–200 KB
Envelope	1720 × 900 px ~1.91:1 landscape · WebP (RGB) · max 130 KB
Stamps	600 × 800 px or 800 × 600 px Portrait or landscape · WebP or PNG · 100–200 KB · perforated edges
Stickers	512 × 512 px 1:1 square · WebP or PNG · 100–200 KB · transparent background
Thumbnail cover	600 × 600 to 800 × 800 px 1:1 or 4:5 · WebP or JPG · max 200 KB

Showcase banner or collection thumbnail?

Showcase banner

Where it appears: The hero slider at the top of the shop in the app.

Tip: Keep the composition spacious with natural negative space. Avoid dense text near the edges so it scales smoothly on different phone aspect ratios.

Collection thumbnail

Where it appears: The cover image on collection cards in search and shop categories.

Tip: Feature your hero artwork or a charming arrangement of your favorite stamps or stickers. It is the first impression buyers see while browsing.

How to submit finished files

1. Apply first. We review applications within 1–2 business days.
2. Once accepted, use the "Submit finished files" form on the Creator Program page.
3. Add your creator name, product title, asset types, item count, preferred tier, a Google Drive or Dropbox folder link (sharing set to "Anyone with the link can view") and a short story.