

GET YOUR ARTIST IDENTITY IN A MUSEUM QUALITY AUTHENTIC AUTOGRAPHED BIBLIOPHILE LIMITED EDITION ART BOOK



Let's Talk the Basics

- . No two art books are the same, but the creative passion we bring to each book project is a constant. As active fine artists we are the best-of-breed unique books designers, art editors and publishers to create competitive bibliophile limited edition art books, to manage, market, promote, sell or monetize artistic creation.
- . We're proud artists ourselves on delivering books as art for our clients, the artists. From comprehensive global publishing to unique art identity projects, we are helping contemporary artists to stand out from other artists when they are talking to a gallery, museum, art collector, critic, agent or any other person an artist is marketing own art.
- . Our design team combines deep artistic and publishing experience with creative flair and a thorough understanding of our artists' ideal.
- . Every book project begins with a thorough analysis of the artist's values, personalities, art messages and overexposure objectives. This, combined with our high-level experience, is the foundation of our creative publishing and artists success. The end result is an art book that makes a lasting impression in exposure and collection.

The Financial.

- . The client financially participation is per copy and is about US \$ 23.99 per one copy in a print run of 500 copies or US \$ 18.99 per one book copy in a print run of 1000 copies up to 112 pages.
- . The total price includes a museum quality offset print book, creative layout, composition, proofs, review, editing, plates, printing, binding, packing and shipping to the closest port (than you or your custom broker are kindly requested to complete the whole procedure of import).
- . Get more pages in your own book and decrease in cost.

That's What You Get.

- . A museum high quality bibliophile limited edition individual art book in a slipcase individually signed\* and numbered by the artist which optional also include an unique original sketch, photograph or print.
- . By our net price book agreement the artist buy at editing & printing cost 500 books shipped to the artist direct from printer.
- \* **Authentic autographed books enhances their value at the unique nature of the art object, and allows the artist to offer a book that is worth more than what other art books on booksellers.**

Specification.

- . The first printing run includes 500 copies of a large size hardcover book professional designed, creative layout per-page, modern editing, perfect bound, offset quality museum print on 200 grams /7 ounces quality art paper, hardcover.
- . The book will be published within a 2-3 month period after the agreement is signed by both parties.

Tax Write-Offs for Artists.

- . The Internal Revenue Service allows professional artists and art galleries to deduct the costs of promoting work, including individual limited edition art books and catalogues, as business-related expenses.

The Publishing Materials Requested.

- provide 60 ~ 120 high resolution quality image files (300 dpi), the work
- information of the works: title, year, media, size, collection
- writings, critics, essays, statement, resume /CV
- photos. of yourself

The Retail Price.

- . The finale retail price of a book is determinate by distributors and the bookstores purchasing the books from a distributor such as Amazon or Ingram book.
- . The Author Royalty is determined depending on the retail price, the distribution cost, the artist contribution and the publishing investment.
- . The price in bookstores and eCommerce ranges from \$199 to \$599 per copy depending on the exemplar number, autograph signature and uniqueness of the artwork included.

Our Art Books.

- . MOT | WOA online at Amazon [www.amazon.com/-/e/B0039GVAVK](http://www.amazon.com/-/e/B0039GVAVK)

PUBLISHING AGREEMENT

NAME

ADDRESS

E-MAIL

WEB

THE PUBLISHING MATERIALS REQUESTED

- 60~120 .JPG /.TIFF 300 DPI IMAGE FILES 20 CM | 9 IN.
- THE WORK INFORMATION: TITLE, YEAR, MEDIA, SIZE.
- WRITINGS, CRITICS, ESSAYS, STATEMENT, RESUME, CV.
- PHOTOS OF YOURSELF.

THE PRINT RUN QUANTITY AND NUMAR OF PAGES

- 500 COPIES UP TO 112 PAGES.
- 1000 COPIES UP TO 112 PAGES.

THE BOOK SIZE

- SIZE 1: 9¾ X 12¼ IN /245 X 315 MM
- SIZE 2: 9¾ X 9¾ IN /245 X 245 MM

THE TOTAL COST

- 500 COPIES  US\$ 11,995 ( US\$ 23.99 per copy)
- 1000 COPIES  US\$ 18,990 ( US\$ 18.99 per copy)

THE PAYMENT

- DIRECT TRANSFER
- BANK: BARCLAYS
- ACCOUNT NAME: WORLD OF ART
- SORTING CODE: 203200
- ACCOUNT#: 70277908
- IBAN: GB22 BARC 20320070277908
- BICSWIFT CODE: BARCGB22
- BANK ADDRESS: 128 MOORGATE, LONDON EC2M 6SX, UK
- BILLING ADDRESS: MOERBYLUND 19, 18230 DANDERYD, SWEDEN

DATE

SIGNATURE



1. Verbal agreements are not recognized.
2. The publisher reserves the right to reject or cancel any advertising, which in the opinion of publisher does not conform to the standards of the publication.
3. The acceptance or execution of an order is subject to publisher's approval of copy, text, display and illustration.
4. Orders for specific units of space and specific dates of insertion are necessary.
5. All orders are accepted subject to labour disputes, accidents, fires, acts of God, or other contingencies beyond the publisher's control (whether like or unlike any of those enumerated herein) which prevent the publisher from partially or completely producing, publishing, or distributing the MOT/WOA. Further, the publisher shall not be liable for damages if there is failure to publish an advertisement for any reason.
6. All copy, text display and illustration are published upon the understanding that the artists and/or advertiser and/or his agent are fully authorized, have secured proper written consents for the use of names, pictures and testimonials of any living person, and may lawfully publish and cause such publication to be made, and the artist and/or advertiser and the his agent agree to indemnify and save harmless the publisher from any and all liability, loss and expense of any nature arising out of such publication.
7. Layouts and images copyright are held by Publisher.
8. MOT/WOA Publisher reserves the right to reject or cancel any text, image and advertising which in the opinion of the publisher does not conform to standards of the publication.
9. No deduction for error in key numbers or other typesetting done by the publisher is allowed.
10. All art works, /image files, texts and advertisements must be clearly identifiable as such with a trademark or signature of the artist and/or advertiser, or the word "Advertisement" shall be placed with copy which in the publisher's opinion resembles editorial copy.
11. Failure to make insertion orders correspond in price or otherwise with rate schedule is regarded only as a clerical error and publication is made and charged for upon the terms of the schedule in force without further notice.
12. Non-standard units of less than page space are figured at the rate of the largest quoted standard unit or combination of such units, and at the line rate for space in excess thereof.
13. The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
14. Whereas MOT/WOA Books exercises care in screening images and text submitted by its advertisers, it does not guarantee the authenticity of objects or quality of services advertised in its pages, nor does it accept any liability which may arise from the purchase or sale of objects or services advertised.
15. Cancellation or charges in orders not accepted after closing layout.
16. Rates charged and discounts allowed are subject to short rate or rebate at expiration or sooner termination of the contract period if different from rates or discount earned or space actually used.
17. The Editor and Publisher reserves the right to cancel the contract upon default in payment or breach of any provision herein, and all unpaid charges and short rates shall become immediately payable.
18. It is the responsibility of the artist and/or advertiser to ensure that all inserts and other advertising comply with the EU postal regulations and other applicable EU laws and regulations.
19. The liability of the publisher for any error for which he may be held legally responsible will not exceed the cost of the space occupied by the error. The publisher will not, in any event, be liable for loss of income or profits or any consequential damages.
20. No conditions, printed or otherwise, appearing on contracts, order or copy instructions that conflict with the publisher's policies will be binding on the publisher.
21. Rates, conditions and space units are subject to change without notice.
22. The publishers reserve the right to reject or cancel any advertising at any time.
23. A cancellation fee of 25% will apply if your booking is cancelled 30 days prior to receipt of the finale layout approval date for the book or magazine advertising. 50% cancellation fee applied if cancelled within 60 days after receipt of the finale layout date approval. 100% Cancellation Fee applied if cancelled within 90 days after receipt of the finale layout date approval.
24. MOT/WOA is an exclusive art publishing with no remit to make profit, all advertising fees go into the creating and basic running costs of the demanding creative art publishing.

NOTES: A. It is required reading for collectors, gallery owners, artists, museum directors, investors and art enthusiasts. B. No changes or cancellations will be accepted after finale accepted layout and /or closing date. C. Please check off the area on your bank's form that says that the client (you) accepts the wire transfer fees charged by your bank. D. Please check off the area on your layout's letter form that says that the client (you) accepts the postage costs to receive the free of charges publication copies (book, magazine, SD-card). E. Art files must be created in either Photoshop or Illustrator and saved as an EPS, JPG or TIFF fills. Please note that any non-final materials will require production services which will be billed at commercial rates. MOT/WOA reserves the right to assess charges for advertisements involving composition alterations to copy and/or layout. Materials not meeting these specifications will incur production charges. If the above requirements are not met, MOT&WOA will not guarantee the reproduction of an advertisement. All claims for errors in advertising must be submitted in writing within seven days of publication.