

## ART ADDICTION ILLUSTRATED COLLECTOR'S GUIDE

Don't miss this chance to promote your studio and gallery to advertisers across the world.

Your ad, promoting your work of art, will be viewed by the people who make major art buys.

... and for only a few dollars more, put your name in front of millions of people who browse the World Wide Web daily! Your artist profile will be placed on Art Addiction's online gallery webpage for just €50 /\$80 more.



**• MAKE YOUR RESERVATION**

Art Addiction welcomes artists and galleries to apply for inclusion in ART ADDICTION ILLUSTRATED COLLECTOR'S GUIDE a comprehensive art guide book project to manage, market, promote, sell or monetize artistic creation, that instantly submits artist's work to buyers, art collectors, art lovers and distribution, to contact the artists and the galleries for information prior to a purchase decision.

**• REQUIREMENTS**

To reserve your advertising space in the GUIDE please provide the following information & documentation:

- 3 - 12 .jpg /.tiff image files, 300 dpi/ 23 cm/ 9 inches
- The work details: title, year, media and size
- 200 - 500 words of critic or statement
- The personal website
- The place of residence and work
- A photo of yourself (300 dpi/ 4 cm/ 1,5 in)

All information and images will be provided by email to [info@artaddiction.net](mailto:info@artaddiction.net)

Payment due upon placement of ad in layout.

**• FREE COPIES**

Each included in the book have right to one copy of the book at the shipping and handling charges based on the delivery option you choose (the postage cost is not included).

**• TAX WRITE-OFFS FOR ARTISTS**

Galleries and Visual artists' advertisements are Tax Deductible. The Internal Revenue Service allows professional artists and art galleries to deduct the costs of promoting work, including print advertisements in art books and catalogs, as business-related expenses.

GUIDE AD ORDER FORM

NAME

ADDRESS

CITY

STATE/ZIP

PHONE

PLACE OF LIVE & WORK

e-MAIL

<http://www.>

**• ADVERTISING RATE CARD**

Please reserve the following space and website as indicated below:

- ONE PAGE €400 / US\$500
- TWO PAGE €750 / US\$950
- FOUR PAGE €1,400 / US\$1800
- SIX PAGE €2,700 / US\$3,500
- EIGHT PAGE €5,400 / US\$6,900
- Premium position +25%

**• SUBMIT MATERIALS TO**

[info@worldofartmagazine.com](mailto:info@worldofartmagazine.com)  
[artist@mastersoftoday.com](mailto:artist@mastersoftoday.com)

**• BOOK SPECIFICATIONS**

Contemporary Artists Series  
 Number of pages: 200+ Hardcover  
 Size 8.2X8,2 IN, /22x22 cm.  
 Print run: 25,000

**• PAYMENT METHODS**

- PayPal (ask for details)
- Direct Transfer on Account (ask for details)
- Wester Union (ask for details)

Signature

DATE



## MOT /WOA BOOK SERIES BOOKING REGULATIONS

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 Books Series, WOA Books, Global Art Books or Art Magazines. 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. The MOT /WOA Editor and 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 Book Series 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 MOT /WOA 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 Book Series 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. Masters of Today 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.

If you have any questions or problems, please contact us immediately.  
Thank you.