

BUSINESS:	EDITORIAL:
WORLD OF ART	WORLD OF ART
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WORLD of ART

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PUBLISHING AGREEMENT INDIVIDUAL ART ALBUM MASTERS OF TODAY ARTISTS SERIES

The publishing package assumes a comprehensive and professional in every aspects unique created hardcover art book **as art** in Contemporary Artists Series published for collectors and art lovers and distribution through US bookstore and ecommerce, an overview of the artist works, statement, CV and essay discussing the work and technique, opinions from art critics.

The first printing run includes 1000 copies of a large size hardcover book professional designed, creative per-page layout, modern editing, perfect bound, quality offset print in Europe /USA on quality art paper, hardcover and Business Reply Card.

The author financially participation includes creative layout, composition, review, editing, plates, printing, binding, export

packing, distribution and marketing. The shipping of 900 copies from printer to artists in USA or UK includes the cost.

The book will be published within a 2-4 month period after the agreement is signed by both parties.

The reward of the first printing (distribution) is paid 100% to artist and is not shared with publisher.

Quality photos and texts for the individual book project may be provided by the artist in electronic format on CD /DVD by mail or by e-mail attachment 300 dpi JPG /TIFF (zipped image files) /CMYK sent to WOA editorial office in Stockholm.

100% funds must be wired upon signing the Agreement to WOA account at Barclays Bank in London.

BOOK TITLE:		
NUMBER OF PAGES:	NUMBER OF BOOK COPIES : <input type="checkbox"/> 1000 <input type="checkbox"/> 2000 <input type="checkbox"/> 5000	
<small>minimum 64 pages</small>		
BASIC PRICE FOR 64 PAGE: 10,800 USD = 7,990 Euro <input type="checkbox"/> EXTRA UNIT OF 16 PAGES: 2,489 USD= 1,840 Euro		
BOOK SIZE: <input type="checkbox"/> 12 1/4" x 9 3/4" /31,5 x 24,5 CM <input type="checkbox"/> 9 3/4" x 9 3/4" /24,5 x 24,5 CM		
PAPER: Art 200g / Art 170g <input checked="" type="checkbox"/> COVER: Hardcover <input checked="" type="checkbox"/> RETAIL PRICE : US\$ 49.95 - US\$ 159.95		
PAYMENT: <input type="checkbox"/> Bank: Barclays Bank, London, UK. Account name: World of Art. Sorting Code: 20-32-00. Account Number: 70277908. IBAN: GB22 BARC 2032 0070 2779 08. BICSWIFT code: BARCGB22. Branch Address: Barclays Bank, 128 Moorgate, London EC2M 6SX.		
<input type="checkbox"/> ARTIST NAME:		
<input type="checkbox"/> ADDRESS:		
<input type="checkbox"/> E-MAIL:	<input type="checkbox"/> WEB:	<input type="checkbox"/> PHONE:
<input type="checkbox"/> ARTIST SIGNATURE:		DATE:
<input type="checkbox"/> EDITOR AND PUBLISHER:		DATE:

SPECIFICATIONS

Individual art Book in the series of 'Masters of Today' with a Business Reply Card, offset quality print on 200 /170 grams quality art paper, hardcover, size 9¾ x 12¼ in / 245 x 315 mm. / optional 9¾ x 9¾ in / 245 x 245 mm.

* The Business Reply Card includes the work inventory in the book and is the way in which art lovers and book buyers can express their commitment in acquiring original works included in the book or find direct contact to the author and comment the works, a unique marketing and business tool specific to publishing.

* The publishing package assumes a high degree of accuracy and attention to detail in all stages of production, a comprehensive, professional designed hardcover art book published for collectors and art lovers, also, marketing and distribution.

* The cost of the first printing is paid 100% by Artist and is not shared with Publisher.

* COST EXAMPLE : 64 page art album (\$, €, £)

Full editing: creative layout, unique design, text review & editing: \$5,500 / €4,188 euro / £ 2,837

Plates, Offset Printing, Binding: \$10,150 / €7,729 / £ 5,238

Packing, shipping, distribution: \$1,290 / €983 / £ 667

TOTAL: \$ 16,940 US / €12,900 / £ 8,742 GBP

FIRST PRINT RUN: 1,000 copies, limited edition.

From 1,000 copies of a collectable limited edition, 50 copies will be sent in distribution, marketing and public relation by the Publisher, 50 copies will remain on editor property and 900 copies will be shipped to artist. As the books sell, the artist will send additional book copies to the distributor upon request. Layout copyright is held by Publisher.

DISTRIBUTION: WOA has one of the widest possible distribution through more than 5,500 large US bookstores and eCommerce channels including Barnes and Noble, Borders, Amazon in USA, Amazon Canada, Amazon France, Amazon Germany, Amazon UK, Amazon Australia and many others.

AUTHOR ROYALTY (EXAMPLE)

WOA's collectable unique art books sell from \$30 to \$2756 per copy! If a 64 page book sells - we say, for \$49.95 and the wholesale traditional takes 55% off the retail price, the price

is \$22.47; the distributor traditional takes 40% of \$22.47, that would be \$9 and the author earning of 60 points gets 60% of \$22.47 for each book sold. That would be roughly \$13.47 for each book sold.

MATERIALS TO BE RECEIVED: The Artist will submit the following

▶60-100 quality works and detailed artwork information (title, year, media, size, collection).

▶Several essays, writings, Artist statement, CV / resume

▶Several photos of Artist

The publishing material may be provided in electronic format on CD or DVD by air mail to WOA editorial office in Sweden or by e-mail attachment (mail to: artist@mastersoftoday.com) 300 dpi JPG /TIFF (zipped image files) /CMYK

SCHEDULE: After receiving the materials the editorial office will send the Artist two or more, but at least two, alternative layout page samples (as PDF and JPG file).

PAYMENT SCHEDULE: 100% funds must be wired upon signing the contract.

Bank: Barclays Bank, London, UK

Account name: World of Art. Sorting Code: 203200

Account Number: 70277908

IBAN: GB22 BARC 2032 0070 2779 08

BICSWIFT code: BARCGB22

Branch Address:

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PUBLISHING AND BOOKING REGULATIONS

1. Rates, conditions and space units are subject to change without notice.
2. The acceptance or execution of an order is subject to publisher's approval of copy, text, display and illustration.
3. Orders for specific units of space and specific dates of insertion are necessary.
4. All orders are accepted subject to labor 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 WORLD OF ART Publications, Art 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.
5. 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.
6. Layouts and images copyright is held by Publisher.
7. The 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.
8. No deduction for error in key numbers or other typesetting done by the publisher is allowed.
9. 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.

10. 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.
11. 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.
12. Cancellation of any portion of a contract nullifies all rate and /or position protection for the remainder.
13. Cancellation or charges in orders not accepted after closing layout.
14. 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.
15. The WOA 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.
16. It is the responsibility of the artist and/or advertiser to ensure that all inserts and other advertising comply with the Swedish postal regulations and other applicable Swedish laws and regulations.
17. 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.
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