

WORLD OF ART WORLD OF ART
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WORLD of ART

P.Rusu editor&publisher
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PUBLISHING AGREEMENT INDIVIDUAL ART BOOK

Completed the Publishing Agreement and return to publisher

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 TIFF (zipped image files) sent to WOA editorial office in Stockholm.

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

Account details: • Bank name: Barclays Bank
 • Account name: World of Art • Sorting Code: 20-32-00
 • Account #: 70277908 • BICSWIFT: BARCGB22
 • IBAN: GB22 BARC 2032 0070 2779 08 • Bank address: Barclays Bank,128 Moorgate, London EC2M 6SX

BOOK TITLE:

NUMBER OF PAGES: **64+** | COVER: **Hardcover** | PAPER: **Art 200g** | EXTRA 16 PAGES: **Euro 2,709**

SIZE: INCHES : **9¼" x 9 ¼"** / CM : **24 x 24** | SIZE: INCHES : **12¼" x 9 ¼"** / CM : **31 x 24**

RETAIL PRICE. *from* **US\$ 89.95** *to* **US\$ 2,789.95** (bibliophile editions) | QUALITY **OFFSET** PRINT

COST: 1000 COPIES Euro **8,290** + shiping* | 2000 COPIES Euro **12,900** + shiping*

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ARTIST NAME:

ADDRESS:

E-MAIL:

WEB:

PUBLISHER:
 MOT / WOA OF **PETRU RUSSU**
 SIGNATURE:

DATE: _____ AUTHOR / REPRESENTATIVE SIGNATURE: _____

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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 9¼ x 12¼ in / 245 x 315 mm. (optional 9¼ x 9¼ 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: EUR 4,188

Plates, Offset Printing, Binding: EUR 7,729

Packing, shipping, distribution: EUR 983

TOTAL: EUR 12,900 *

* Order your art book today and the price is EUR 8290

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.

The artist will send additional book copies to the distributor upon request.

All layouts contents and 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

WOA's collectable unique art books sells from \$89.95 to \$2756 per copy! If a 64 page book sells - we say, for \$89.95 and the wholesale traditional takes 55% off the retail price, the price is \$40.47; the distributor traditional takes 40% of \$40.47, that would be \$16.19 and the author earning of 60 points gets 60% of each book sold. That would be roughly \$24.28 for each book sold.

Materials to be received

The Artist will submit the following: 60-200 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 /TIF (zipped image files).

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

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

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Branch Address:

Barclays Bank, 128 Moorgate, London EC2M 6SX.

Address to Mail the material

PA Russu (editor)

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