



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



Let's Talk.

. No two art books or exhibitions are the same, but the creative passion we bring to each art 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.

The Basics.

. We're proud artists ourselves on delivering art books as art for our clients, the artists. From comprehensive global publishing to unique art identity projects, WOA is helping contemporary artists to stand out from other artists when they are talking to an art gallery, an art museum, an art collector, an art critic, an 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 art publishing and artists success. The end result is a bibliophile limited edition collectible art book in a unique designed slipcase that makes a lasting impression in exposure and collection.

The Financial.

. The client financial participation is per copy and is about 17.99 Euro /US\$ 22.99 per one book in a print run of 500 copies up to 112 pages. The price includes a museum quality offset print book, creative layout, composition, proofs, review, editing, plates, printing, binding and packing. 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, 9¾ x 12¼ inches /245 x 315 mm or a square of 9¾ x 9¾ inches /245 x 245 mm. 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 ~ 12 high resolution quality image files (300 dpi), the work
- information of the works: title, year, media, size, collection
- writings, critics, essays, statement, resume /CV
- the artist photos.

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.

. WOA books online at Amazon www.amazon.com/-/e/B0039GVAVK

NET PRICE BOOK AGREEMENT

NAME

ADDRESS

E-MAIL

WEB

THE PUBLISHING MATERIALS TO PROVIDE

- 60 ~ 12 .JPG | .TIFF 300 DPI IMAGE FILES 23 CM | 9 INCHES
- THE WORK INFORMATION: TITLE, YEAR, MEDIA, SIZE, COLLECTION
- WRITINGS, CRITICS, ESSAYS, STATEMENT, RESUME | CV
- THE ARTIST PHOTOS

THE BOOK SPECIFICATION

- MASTERS SERIES HARDCOVER PROFESSIONAL DESIGNED
- PRINT RUN 500 COPIES LAYOUT PER-PAGE OFFSET PRINT
- 200 GR. /7 OZS. ART PAPER UP TO 112 PAGES SLIPCASE

SUBMIT MATERIALS TO

info@worldofartmagazine.com
artist@mastersoftoday.com

CHOOSE THE BOOK SIZE

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

THE FINANCIALLY PARTICIPATION

- EURO 17.99 / COPY X 500 COPIES
- TOTAL EURO 8,995
- US\$ 22.99 / COPY X 500 COPIES
- TOTAL US\$ 11,495

CHOOSE THE PAYMENT METHOD

- PAYPAL (ASK FOR DETAILS)
- DIRECT TRANSFER (ASK FOR DETAILS)
- WESTER UNION (ASK FOR DETAILS)

DATE

SIGNATURE



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.