

**||| OPEN FOR SUBMISSIONS
ADVERTISING RATE CARD**

We would like to offer you the reduced rate of just £949.00 UK pounds or \$1,599 US dollars or 1,199.00 euro total for a full-page advertisement, or £449.00 UK pounds or \$749 US dollars or 549.00 euro for an half-page, and just £299.00 UK pounds or \$499 US dollars or 399.00 euro for a quarter-page. **list price for premium position usually £1,349.00 UK pounds or \$2,199 US dollars or 1,599.00 euro.

<input type="checkbox"/> 1/1 page	<input type="checkbox"/> \$ 1,599.00 US	<input type="checkbox"/> 1,199.00 EURO	<input type="checkbox"/> £949.00 GBP
(trim size w x d / in. 8 1/4" x 10 3/4" /cm. 21 x 27,5)			
<input type="checkbox"/> 1/2 page	<input type="checkbox"/> \$ 749.00 US	<input type="checkbox"/> 549.00 EURO	<input type="checkbox"/> £449.00 GBP
(non-bleed w x d / in. 8 1/4" x 5 1/4" /cm. 21 x 13,75)			
<input type="checkbox"/> 1/4 page	<input type="checkbox"/> \$ 499.00 US	<input type="checkbox"/> 399.00 EURO	<input type="checkbox"/> £299.00 GBP
(non-bleed w x d / in. 2 1/2" x 4" /cm. 6,5 x 10)			

INSERTIONS

- | | |
|---|---|
| <input type="checkbox"/> MARCH /APRIL | <input type="checkbox"/> MAY /JUNE |
| <input type="checkbox"/> JULY /AUGUST | <input type="checkbox"/> SEPTEMBER /OCTOBER |
| <input type="checkbox"/> NOVEMBER /DECEMBER | <input type="checkbox"/> JANUARY /FEBRUARY |

Name _____

Address _____ City _____ State _____ ZIP/Postal code _____

Phone _____ Fax _____ E-mail _____ @ _____

Signature _____ Title _____ Date _____

Accepted for WORLD of ART by _____

I am paying: _____

TERM OF PAYMENT: ANTICIPATE PAYMENT by

- Direct Transfer to World of Art account: • Bank Name: Barclays. • Account name: World of Art.
 • Sorting Code: 20-32-00 • Account Number: 70277908 • IBAN: GB22 BARC 2032 0070 2779 08
 • BICSWIFT code: BARCGB22 • Bank Address: Barclays Bank, 128 Moorgate, London EC2M 6SX Great Britain
 RESPONSIBLE FOR PAYMENT: COMPANY GALLERY ARTIST

ADVERTISING AGREEMENT

WORLD of ART

All advertising purchases shall be subject to the following agreement that must be signed, dated, and received by World of Art prior to the acceptance of any materials submitted for advertising. As an express condition of this agreement, advertiser agrees that World of Art may, at its sole discretion, publish the advertisement on any of World of Art's websites as part of an online edition of World of Art. Advertiser understands and agrees the World of Art may make its websites, including any such online editions, available to users by means of links from websites not owned or operated by World of Art.

- 1.** All advertising purchases from World of Art are payable at the address shown on the invoice(s) and statement(s) of the account within thirty (30) days of the invoice date. All amounts due to World of Art are payable in full according to the terms stated on each invoice without offset or deduction.
- 2.** Payments must be made either by money order, check in US dollars, or International Bank Money Order American, or AmEx Traveller's Check, or direct transfer via SWIFT to DEUTSCHE BANK Mestre (Venice /Italy): DEUTIT 1792 c/c World of Art EDC 020 79 20 124.
- 3.** Advance payment is required for all independent individual artists each time their materials are to be printed. Advance payment is required for all other new accounts for the first three insertions. Advance payment is required on all listings for all advertisers.
- 4.** Advertiser will pay to World of Art all collection agency costs and expenses, including attorney and court fees if required, which are incurred in attempting to collect from the advertiser the total amount due for any advertisements published for the advertiser or for his/her authorized representatives.
- 5.** World of Art expressly warrants that the materials published will be produced in accordance with accepted industry standards. World of Art makes no other warranties except as set forth in writing, signed by its duly authorized officer.
- 6.** All claims must be made in writing to World of Art thirty (30) days after the date that the printed material(s) appear. Failure to make such claim shall constitute an irrevocable acceptance of the advertisements as published.
- 7.** World of Art's sole liability for damages shall be limited to an adjustment or credit with respect to the specific advertisement from which such damages are claimed. The foregoing constitutes the exclusive remedy against World of Art. World of Art shall not be liable for any incidental or consequential damages. This agreement is the entire agreement between the parties concerning customer's purchases from World of Art and all contemporaneous agreements are merged herein. All amendments hereto and waivers of any rights granted shall be in writing, and signed by the parties.
- 8.** World of Art cannot guarantee the color accuracy of advertisements produced from color slides or transparencies smaller than 4" x 5". World of Art will not guarantee the color accuracy of advertisements supplied on disk. Advertisements supplied as an electronic file will not be accepted unless accompanied by a completed Electronic Prepress Form.
- 9.** Proofs will not be sent on listings or photo insertions. World of Art cannot send color proofs on any advertisement.
- 10.** World of Art makes no warranties of any kind, expressed or implied, for the service it is providing for advertising on the World of Art web site.
- 11.** World of Art will not be responsible for any damages including loss of data resulting from delays, non deliveries, misdeliveries or service interruptions caused by negligence of the client or World of Art, errors or omissions, or due to inadvertent release or disclosure of information sent by the advertiser for any advertising on either the World of Art web site or the printed editions of World of Art.
- 12.** The advertiser understands that this insertion order serves as a contract for advertising space. Only full and half page ads shall count towards the contracted number of insertions unless implied elsewhere by a contracted rate. If the contract is not fulfilled, charges will be adjusted in accordance with the rate applicable to the number of insertions actually placed within the contracted season. New rates go into effect with each September issue. Publisher reserves the right to cancel the contract upon default in payment or breach of any provision herein, and all unpaid charges shall become immediately payable.
- 13.** Materials sent for advertising cannot be returned and become the property of World of Art. Positioning of advertisements and listings is at the discretion of the publisher except when a specific position is confirmed by the publisher in writing.
- 14.** World of Art reserves the right to decline any advertisement which it judges inappropriate or for any reason undesirable.
- 15.** All of the customer's purchases from World of Art shall be subject to this agreement and to the terms of World of Art's invoices, statements and its other account documents, and subject to the terms of no other form or document. If there is any conflict between the terms of this agreement, on the one hand, and the terms of World of Art's invoices, sales confirmations, statements or its other account documents, on the other hand, then the terms of this agreement shall control. This agreement shall bind and benefit the heirs, successors and assigns of the parties. If any term of this agreement is unenforceable, the other terms shall remain in full force and effect. This agreement shall be construed according to its fair meaning and not for or against any party.
- 16.** Verbal agreements are not recognized. Rates for space do not include production costs.

I have read and agree to the terms and conditions stated on the reverse side of this contract. By signing this contract, the advertiser hereby agrees to all the terms printed on the rate card and acknowledges the same. The advertiser understands that this insertion order serves as a contract for advertising space. Any cancellations should be made fourteen days prior to the material deadline or a twenty percent charge of the reserved space will apply.