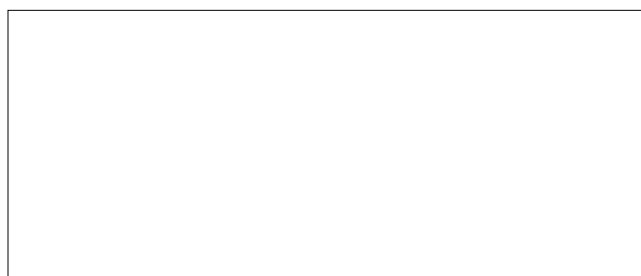




Full-Page Ad Production Packet

How to Supply Materials for *The Guild Sourcebook of Art 24:
The Resource for Finding and Commissioning Artists*

Thank you for purchasing ad space in *The Guild® Sourcebook of Art 24!*
This book, and its web-based companion found at www.guild.com/cdc,
comprise the finest resource for artists accepting commissions. Please
read and complete the information in this packet carefully, as it will help
ensure a beautiful and effective presentation of your work.



Your Artwork Deadline





Section 1: Page Heading

Within each section of *The Guild Sourcebook of Art*, all full-page ads will be alphabetically displayed first, followed by an alphabetical display of half-page ads. Your ad will be alphabetized by your last name or your company name. Check the appropriate box on this portion of the blue form to let us know which you choose.

Sorry, we cannot print logos.

Please complete all information you want to include on your ad. We are not responsible for missing information.

Section 2: Book Section

Please indicate on this portion of the form the section in which your ad should appear. Please check only ONE category per ad. Here are some guidelines to consider:

1. Please show, as much as possible, only one kind of work on your page, (e.g., two furniture pieces). This helps us place your page in the appropriate section.
2. Remember that your ad is not intended to be a retrospective. Show work that is representative of your current focus and that you'd be willing to create on a commission basis.
3. Not sure which section best suits your work? Make a note and we'll help decide. Note that sections may be changed or combined, based upon the types of work we receive. We'll notify you before going to press if your page has been placed in a new or different section from what you selected. We reserve the right to make the final decision on ad section placement.

GENERAL IMAGE GUIDELINES

1. Don't photograph yourself with your work; it's distracting. If you want to show scale, use landmarks or natural objects.
2. Don't send a horizontal image for a vertical layout (or vice versa).
3. All visuals must be clean, sharp images with good contrast. Avoid sending visuals shot at awkward angles, with loud or overwhelming backgrounds, or harsh shadows.
4. Images will not be returned for many months – you may want to have extras shot.
5. Please indicate on the blue submission form if we have permission to keep your images. Retained images are often considered for promotional materials and other projects.
6. **CAUTION!** Please do not send original artwork; however, if that is the best representation of color you have and you must send it, we cannot be responsible for loss or damage.

Section 3: Submitting Images

In every Guild Sourcebook, work that is professionally photographed really stands out, and is often featured (free of charge) in other places in the book and in promotional materials, which means more exposure for you! **Hence, our best advice: hire a professional photographer!** (We recommend someone who has previously photographed work in your medium.) We can help you find a photographer in your area, if needed. You may also want to consult with other artists or publications for recommended photographers.

Please indicate on the blue submission form the types and quantities of images you're sending. These may include:

OPTION A: Slides, 4" x 5" transparencies, or 2.25" transparencies: Please send high-quality original images only – no duplicates! Send all in protective plastic sleeves, packaged between cardboard, label all images with your name, and indicate the orientation (e.g., “bottom right”). You may also wish to send extras or brackets – varying exposures of the same shot – for us to choose from, especially if you're not sure about the best exposure or composition.

Pay particular attention to color! The best assurance that you'll like the color on your page is if you like the color in your transparencies, which we will match as closely as possible within the technical limitations of the process. Our production staff will evaluate your transparencies using a photo loupe and light box.

OPTION B: High-resolution digital images accompanied by color proofs: Images taken with lower-end digital cameras are not sufficient for print reproduction, nor are digital images that are scans of existing slides or transparencies. We inspect all digital submissions to be sure that resolution has not been altered or enhanced in programs such as PhotoShop. All digital images must be accompanied by hard copy color proofs and should meet the following guidelines:

Supply your digital images to us on CD or DVD, via our FTP site, or through YouSendIt.com

CDs and DVDs Please make sure you label your CDs and DVDs with your name or company name.

FTP You can upload your files via our FTP site, if you have FTP software. Our upload information is as follows:

HOST: gargleblaster.guild.com

USER ID: prod-artist

PASSWORD: pguilda

Place your files in a folder with your name on it. Upload that folder to the “In” directory. We pull images from this folder on a daily basis and will contact you with any questions.

YouSendIt.com is a free web service that allows you to send high-resolution images via email. Many artists have had success with this program. Please indicate recipient as images@guild.com.

Files should be submitted as CMYK, as a TIFF, EPS, or JPEG. You must be satisfied with the quality of the image. We can make some corrections to the file, but cannot work miracles with unsatisfactory images.

Images should be submitted at a minimum of 350 dpi at reproduction size. The total area allotted for images on a full-page ad is 8.5"H x 7"W. So if, for example, you plan to use a single image on your page, it should be provided at roughly 8.5"H x 7"W at 350 dpi. Scaling your image to be a larger size will simultaneously decrease the resolution.

You must supply a hard copy color (CMYK) proof for each digital image submitted. Please submit proofs at roughly the same size they will be printed in the book.

The best color proofs can be obtained from your local pre-press house or printer. If that's not an option for you, go to your local photo processing shop (Walgreens, Target, CVS, Rite Aid, etc.) and have your digital CMYK files printed there. You must be satisfied with the proof's quality and color, as it will be our only means of color matching your image.

If you are unable to provide a color proof, please sign the release under Section 3 on the blue submission form. While we will make your work look as pleasing as possible, we will not be held responsible for the color on your ad without a hard copy color proof for each digital image submitted.

Section 4: Caption Information

Please carefully label images to correspond to the caption information on the blue submission form. List information (when available) in the following sequence:

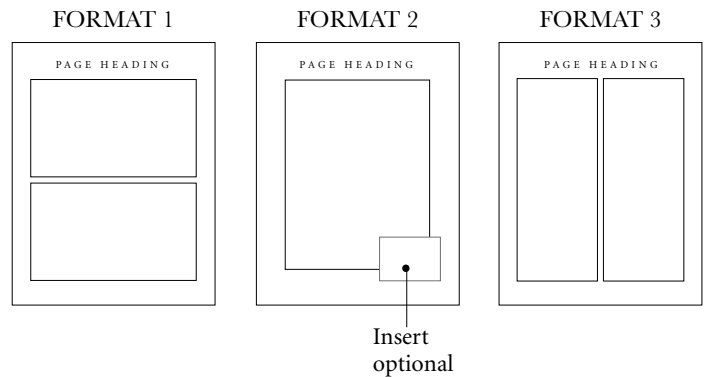
Title or description, year created, installation site (place, city, state), **media, and dimensions** (please use decimals, not fractions, and list height first). Professional photographers should be credited.

Section 5: Full-Page Layout Options

The standard page rate includes a design featuring up to two images of your work. These standard layouts may be designed like the following:

Please sketch your layout in the space indicated on the blue submission form; be sure to show image orientation.

As much as possible, we recommend filling the entire allotted image space (8.5"H x 7"W) with images of your artwork. If one of the standard formats to the right does not accommodate this, you may add extra images to your page at an **additional** cost of \$150 per image. (See Section 6: Extra Production Services.)



Section 6: Extra Production Services

The standard price of an ad includes up to two images. Other services and options are available, some for additional production fees. Please indicate on the blue submission form if you require any of the following production services, and include your credit card number or a check payable to The Guild. (If we have a credit card on file for you already that you'd like to use, simply list the last four digits and the expiration date.)

EXTRA IMAGES:

You may show more than two images on any full-page ad at an additional cost of \$150 per image. Please select from the following layouts:

(Note that if you've purchased more than one page in a single book, you may show additional images at no extra charge!)

FULL BLEED:

This option is available to artists that have reserved two full pages as a spread, *or* in the same section. A full bleed layout is one in which an image goes right up to every edge of the page. No text is allowed. There is no extra charge for this option. Image should be provided at 11.25" x 8.75" at 350 dpi.

RULES:

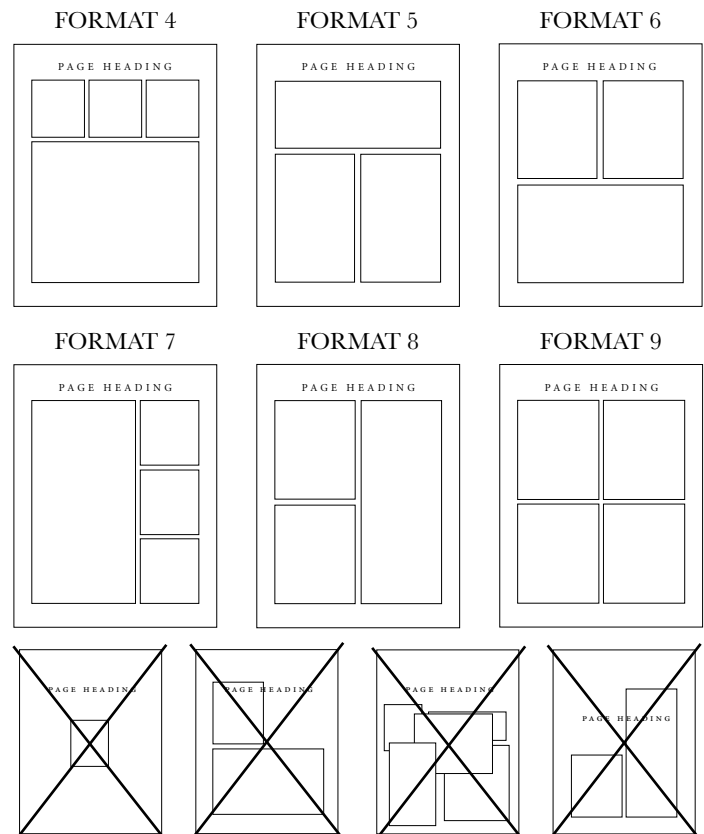
A narrow black line that borders photos. You may want this if your image is pale, to help it stand out against the white page. There is no charge for this service.

SILHOUETTES:

The area surrounding your artwork is masked out and does not print. This is useful if the background is poor or inappropriate. Artwork is printed on a white background. **\$100 extra production charge per image.**

PHOTO RETOUCHING:

This includes cloning out distracting objects or scratches in the background, etc. **\$50 extra production charge per touch-up.**



LATE FEES

The enclosed blue submission form and accompanying images, captions, and artist statement must be received in our offices by your artwork deadline to avoid late fee charges.

Per your contract, *complete* page production materials not received by your artwork deadline (noted on the front of this form) are subject to the following late fee schedule:

| | |
|------------------|-------|
| 5-30 days late: | \$100 |
| 31-60 days late: | \$200 |
| 61-90 days late: | \$300 |
| 90+ days late: | \$400 |

Section 7: Artist Statement

Please email your artist statement to editor@guild.com before your Artwork Deadline (printed on the front of your blue submission form). If you've advertised with us before and you'd like for us to use a statement from a previous Guild Sourcebook, just let us know from which book you'd like us to repeat information.

If you're submitting new copy, please keep the following information in mind:

Your biographical information in *The Guild Sourcebook of Art* is printed separately from your artwork page, in an Artist Statement section at the back of the book. Each artist is allotted a half column of space; for that reason a **limit of 150 words** per artist is required. This word count does not include your name/company, book section, page number, or statement headings. We reserve the right to edit for grammar, length, and clarity. Three samples are shown below.

Please submit your artist statement to us in the first person ("I," "We," "Our," etc.) for the following reasons:

1. It gives you, the artist, a chance to share your voice with the reader.
2. It establishes the artist as the author of the information provided. (i.e., The Guild is not claiming that "John Smith is the most innovative painter of the twenty-first century")

Use your artist statement to describe your artwork and your accomplishments. Copy should be submitted under one or more of the following headings:

GENERAL INFORMATION (mandatory)

This may include your background, your artwork, the materials you use, and your creative process.

COMMISSIONS (optional)

This listing should be provided in the following sequence: Site, year, city, state. List newest commissions first.

COLLECTIONS (optional)

This listing should be provided in the following sequence: Collection, city, state. List newest collections first.

EXHIBITIONS (optional)

This listing should be provided in the following sequence: Exhibition title, year, site, city, state. List newest exhibitions first.

AWARDS (optional)

This listing should be provided in the following sequence: Award title, year, agency. List newest awards first.

PUBLICATIONS (optional)

This listing should be provided in the following sequence: Publication title, year published. List newest publications first.

PREVIOUS GUILD SOURCEBOOKS (optional)

Refer users to previous Guild Sourcebooks that feature your work. Titles and editions are listed on the blue form for your reference.

NEW! PRICING (optional)

You may want to give a price range for your work, a price per foot, or a note that explains that trade professionals should view your website or contact you for pricing information.

CHARLOTTE BIRD

Fiber Art
Page 297

Cadenced stories come alive in colorful textile works for public or private spaces. English and Spanish images and language enchant children of all ages and the adults who love them. My lifelong studies of color, pattern, and anthropology turn children's stories, rhymes, and poetry into vivid, intimate, touchable art. I have been featured on Telling Stories with Tomie de Paola on the Odyssey channel and The Carol Duvall Show and Simply Quilts on HGTV. Commissions are welcome.

COLLECTIONS: Neutrogena; Luce Forward; Prentice Women's Hospital; Various private collections including The Thomas Contemporary Quilt Collection

EXHIBITIONS: Quilt Visions, 2004, San Diego, CA; John Wayne Airport, 2004, Santa Ana, CA; Rocky Mountain Quilt Museum, 2003, Golden, CO; Children's Museum of San Diego/Museo de los Niños, 2002, San Diego, CA

GUILD SOURCEBOOKS: *Architectural & Interior Art* 19, 20; *Residential Art*, 4, 5

PRICING: Prices range from \$175-\$250/square foot.

CLOWES SCULPTURE

Atrium Sculpture
Page 69

We design sculpture for healthcare, corporate, hotel/spa, cruising, and academic facilities, as well as private homes. We enjoy collaborating with architects, designers, and art consultants to achieve a balance of art, architecture, and interior design. We are skilled at developing the right design, in the preferred materials, and within budget. Our distinct shapes and flowing curves formed in wood, metal, or composite, contrast with the color and texture of blown glass, stone, and other materials. A Clowes Sculpture is a powerful branding icon that endures for years, whose gracious gestures invoke the presence of serene seas and soft winds. For more information, please visit clowessculpture.com.

COMMISSIONS: St. Vincent's Hospital, IN; LL Bean; St. Mary's Hospital; Michigan State University; Memorial Hermann Hospital; Kingsbury Cancer Center; Wells Fargo; St. Vincent's Hospital, AL; The Lodge at Woodloch; American Lawyer Media; White County Medical Center; Phelps Dunbar; Hope Hospice; Pfizer; Royal Caribbean International; Tokyo Hilton Hotel; Indianapolis Museum of Art; Visalia Convention Center; Manchester, NH, District Courthouse; Antioch New England Graduate School

ROB LORENSON

Non-Representational Sculpture
Page 125

My studio produces works in stainless steel, Corten®, painted aluminum, and bronze. The scale ranges from small tabletop works to pieces over sixteen feet high. The methodology behind my work is to create a compositionally rich interplay of modernist elements that are exceptionally crafted, removing the hand of the artist. The purpose of this is to further emphasize the compositional qualities of the work. I also intend to make the work look manufactured, as though it were itself an industrial product, like the industrial forms that originally influenced it. Works have been placed in over seventy-five collections in residential, corporate, municipal, and educational settings. My scope of services includes design, fabrication, transportation, and installation of all works that I produce.

COMMISSIONS: Boca Raton, FL; Sarasota, FL; Arlington, MA; and Culpepper, VA

PRICING: The wholesale price range of my works is from \$1,000 to \$100,000. Call for a printed catalog.

Stop!

Before you submit your Guild Sourcebook materials, use this checklist.

Use this folder to complete the enclosed blue submission form, and for information on submitting your artist statement and images.

- Have your work professionally photographed, or select your best existing images. (See enclosed article “How to Photograph Artwork for Reproduction” for more detailed information.)
- Label everything you send us with your name, including your CDs and DVDs.
- Make a copy of everything you send us for your own future reference.
- E-mail your artist statement to editor@guild.com
- If you have beautiful, professionally photographed images of your work installed (and that you’re not showing in your ad), please send those too! We may be able to feature your work in other places in the book free of charge.
- BEFORE YOUR ARTWORK DEADLINE, send the completed blue submission form and your images. Digital images must be accompanied by hard copy color proofs. Send all materials to: Guild Sourcebooks Production Dept.
931 E. Main Street, Suite 9
Madison, WI 53703

The Guild Sourcebook of Art Production Schedule

- July 2008–March 2009: Design and layout; proofs e-mailed to artists
- April 2009–July 2009: Pre-press, printing, binding, shipping;
Artist pages appear online at www.guild.com/cdc
- August 2009: Books distributed (and page reprints, if ordered)
- October 2009: Requested images returned to artists

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Toll-free 800-982-1494
Email editor@guild.com
Email design@guild.com
Email images@guild.com
Web www.guild.com/sourcebooks