

Reservation Form for Listing Illustration Services within:

## *The Art Concierge's Introduction to 202 Children's Art Illustrators*

You are invited to reserve a one-page portfolio listing within *The Art Concierge's Introduction to 202 Children's Art Illustrators*. Your listing within the book includes 1, 4, 9, 12 or 16 images of your work, your contact information, & a brief professional description of you. You can also add additional pages of images.

**Inclusion in the book is a great marketing tool and a wonderful addition to your résumé. You will receive 2 copies of the book and your illustration services will be marketed by the following methods:**

- The book will be mailed (at no cost) to art directors and marketing directors at 1,000 companies in the United States that utilize the services of children's art illustrators. Examples of companies include toy makers, greeting card companies, zoos and children's hospitals. Books will be soft-bound, 8 ½ by 11 inches, and 4-color.
- The book will also be mailed to 100+ art directors and editors managing children's book projects at publishing houses.
- The book will also be mailed to 50+ art directors and editors managing children's magazines.
- The book will be published in December 2009 and distributed that same month. The book will also be a featured part of our retail gallery and book store opening in Sausalito California in early 2010. Beautiful Sausalito is visited by more than 2 million people a year who are drawn to Sausalito's artwork and scenic waterfront vistas. The town is located just across the Golden Gate Bridge from San Francisco.
- Any artist listed within the book is invited to exhibit her/his illustrations within The Story Concierge's retail gallery (see reverse side).
- The book will be advertised within The New Yorker magazine. The book will be available on Amazon and similar websites.

**Please reserve my illustrator listing within *The Art Concierge's Introduction to 202 Children's Art Illustrators*. The cost is \$300 for a one-page listing (plus \$200 for each additional page of images) within the book which will be in circulation and marketed from December 2009 through December 2010. **Reservations should be placed immediately. Profile descriptions are due on or before Saturday, November 7, 2009. Illustrators please complete the profile—a guideline is provided on the reverse side of this form—and forward the profile, preferably by email to Leslie at [leslie@artconciergellc.com](mailto:leslie@artconciergellc.com).****

Important information: All listings must be accompanied by full payment. Listings are placed on a first-come, first-served basis.

Name \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP+4 \_\_\_\_\_

Country \_\_\_\_\_ Telephone \_\_\_\_\_ Cell \_\_\_\_\_

Email \_\_\_\_\_ Website URL \_\_\_\_\_

### **LIABILITY**

No allowance will be made for errors that do not materially affect the value of the listing. Illustrators must sign off on a proof of the listing before the listing will be published. The Story Concierge's liability for an error shall not exceed the cost of the listing fees paid by the illustrator. In the unlikely event that the book is not published, all listing fees will be refunded.

### **CANCELLATIONS**

For cancellations on or before November 14, 2009, a \$10 administrative fee is assessed; after November 14, 2009, no refunds will be made. Cancellation requests must be in writing, postmarked no later than November 14, 2009, to qualify for a refund. Qualifying refunds will be processed within 7 business days.

Signature \_\_\_\_\_ Date \_\_\_\_\_

### **Method of Payment:**

Check payable to **The Art Concierge**

Credit Card (Mastercard, Visa, American Express or Discover Card via online PayPal link at [www.storyartgallery.com](http://www.storyartgallery.com))

Reservations may be emailed to [Leslie@artconciergellc.com](mailto:Leslie@artconciergellc.com) or sent via U.S. mail to the address listed below. If you would like to use MasterCard or Visa, you may complete payment online at our website at [www.storyartgallery.com](http://www.storyartgallery.com) or we will gladly email you an online invoice with an Internet link to complete payment online via Paypal (no Paypal account needed).

**Please remit RESERVATION FORM and payment to:**

Leslie K. Lewis, Managing Editor

The Art Concierge

202 Donahue Street • Sausalito, CA 94965

Tel: 800.824.4206 Fax: 415.331.1541 Leslie's Cell: 415.652.8440

Email: [leslie@artconciergellc.com](mailto:leslie@artconciergellc.com) Website: [www.artconciergellc.com](http://www.artconciergellc.com)

# **GUIDELINES for providing information for portfolio listing within:** *The Art Concierge's Introduction to 202 Children's Art Illustrators*

The information below is provided as a guideline for completing your profile for *The Art Concierge's Introduction to 202 Children's Art Illustrators*. The profile should be 75 to 200 words. We suggest that you write your biographical and contact profile as a Microsoft Word document and forward it via email to [Leslie@artconciergellc.com](mailto:Leslie@artconciergellc.com).

## **I. To help you structure your profile, consider covering any or all of these points:**

- A description/listing of any relevant schooling
- A description/listing of your relevant experience & clients if appropriate
- A description of your style
- What media you're proficient in
- Some words about your collaborative style
- The web address(es) of web pages (limit 3) where more of your illustrations can be seen
- How you would like to be contacted
- What languages you are proficient in
- Indicate if you are interested in doing commissioned individual art pieces.

**Also, in your biographical profile, provide all basic contact information that you would like included in the profile. Examples include:**

Name  
Company (if applicable)  
Address (if you want this information included)  
City, State (If appropriate), ZIP+4  
Country  
Telephone, Cell, Fax  
Email  
Website Url(s) (limit 3)  
Agent(s) Information (If applicable)

**Please remit Biographical Profile to: [leslie@artconciergellc.com](mailto:leslie@artconciergellc.com)**

## **2. Guidelines for submitting illustration images. All supplied images need to be provided digitally.**

- **Submit 4, 9, 12, or 16 images of your work (per each page reserved).**
- **Image Color Mode:** CMYK
- **Image Resolution:** at least 300 dpi
- **Image Type:** JPEG
- **Image Size:** Width and Height - 4.5 x 4.5" (depends on the proportion).
- **Images should ideally be sent digitally using "You Send It" web-based software. <http://www.yousendit.com/> If you do not currently use this program, you may set up a free trial membership to send your materials.** You will need to provide the email address of the designer, June Li, who is receiving the files. Her email address is: [lijune@yahoo.com](mailto:lijune@yahoo.com)

## **3. After completing file upload, please send an email to both [Leslie@artconciergellc.com](mailto:Leslie@artconciergellc.com) and to [lijune@yahoo.com](mailto:lijune@yahoo.com) to confirm receipt of your file(s). Within your email, please indicate the number of images you submitted. Thank you.**

**Please send your profile and images of illustrations by November 7, 2009.**

**Thank you again for joining us as a partner in this project!**

Leslie K. Lewis, Managing Editor  
The Art Concierge

202 Donahue Street ■ Sausalito, CA 94965

Tel: 800.824.4206 Fax: 415.331.1541 Leslie's Cell: 415.652.8440

Email: [leslie@artconciergellc.com](mailto:leslie@artconciergellc.com) Website: [www.artconciergellc.com](http://www.artconciergellc.com)