

## PRICING SCHEDULE FOR EX LIBRIS EDITION

by *Marina Terauds*

**BEST DEAL!**

Under \$12/print

		<u>Promotional Rates</u>		<u>Full Edition Rates</u>	
Prints->		25	50	75	100
<b>DESIGN</b>	\$225.00	<b>\$ 225</b>	<b>\$ 225</b>	\$ 225	\$ 225
<b>PLATE PREP</b>	\$400.00	<b>waived</b>	<b>waived</b>	\$ 400	\$ 400
<b>PRINTING</b>	\$7.00	<b>\$ 175</b>	<b>\$ 350</b>	\$ 525	\$ 700
<b>SHIPPING (estimated)</b>		<b>\$ 15</b>	<b>\$ 20</b>	\$ 25	\$ 30
<b><u>TOTAL</u></b>		<b>\$ 415</b>	<b>\$ 595</b>	<b>\$ 1,175</b>	<b>\$ 1,355</b>

### General Remarks

Marina Terauds creates Ex Libris (bookplate) editions that are individualized to a client's conceptual direction.

Marina's bookplates are traded at Ex Libris congresses and exchange forums throughout the world. It is a way that a person with a modest investment can build a substantial art collection. Or, Marina's bookplates can be gifted to family, friends, and clients. And certainly, not the least, they can be used in the traditional way of being glued inside a library of books to indicate ownership.

All work is "satisfaction guaranteed". If a client is not satisfied with any portion of the process, the order can be cancelled and the client shall not incur any further obligation.

### Creative Sequence

- 1-3 weeks Exchange of Ideas and Preliminary Concept
- 1-3 weeks Exchange of sketches
- 1-3 weeks Plate Preparation and Trial Proof
- 1-2 weeks Printing of Edition

### Payment

- Normally no deposit for preliminary sketches
- \$225 prior to plate preparation and printing of edition
- Balance due upon approval of final work

### Promotional Rate

The promotional rates are based on a "Split Edition". In a Split Edition, Marina will print a full edition of 100. The first portion of the edition will be delivered to the client. The balance of the edition will be retained by Marina for her own personal use or sale.

In all cases, Marina retains the rights of "Artist Discretion" in the creation of her works. This is

especially true in the case of Split Editions. Marina reserves the right to decline doing a bookplate if she feels that it will not have institutional or market appeal.

## **Additional Costs**

The pricing schedule is based on a traditional and typical monochromatic edition. Additional charges may apply if the client requests special techniques, extra design work, or additional colors.

Additional inked colors are typically available at the rate of \$1.00/color/bookplate. Color orders can be varied and limited to a specific number of bookplates. Water colored enhancements can also be requested, but they are very time consuming and need to be quoted separately.

The individual impressions are cut to a standard size and shipped in a single shrink wrapped bundle. They are not individually matted or sleeved. A client can order any number of them to be matted and placed in plastic sleeves for the additional price of \$4.00/piece (8"x10"), or \$6.00/piece (11"x14").

## **Payment Method**

The pricing schedule is based on United States Dollars (USD). We commonly use PayPal for payment. Western Union can also be used.

International clients are responsible for any duty or VAT that might be imposed by customs officials.

## **Delivery**

The client shall pay for shipping charges and insurance.

For domestic orders we typically use Priority Mail via the United States Postal Service. The delivery service for international orders may vary and will often be done in consultation with the client.

## **Edition Size**

To promote value, the edition size shall be limited to 100 unless otherwise stated.

In addition to the numbered edition, Marina may also produce several Trial Proofs in the process of finishing the plate. Typically the Trial Proofs are limited to 2 or 3. Furthermore, Marina will print an additional 10% of the edition that shall be labeled as Artist Proofs. All Trial Proofs and Artist Proofs shall be retained by Marina for her personal use or sale.

Marina will furnish to the client a Tirage Statement that will expressly warrant the total number of impressions, including Trial Proofs and Artist Proofs.

## **Satisfaction Guaranteed**

Marina's artwork is a very personal issue for her. She creates artwork so that it will be enjoyed. Therefore Marina is emphatic about customer satisfaction. A client can, for any reason whatsoever, cancel an order and shall not be liable for any further charges.

## **Copyrights**

Marina retains all copyrights for her artwork, including any preliminary sketches. The client or customer shall not use the image(s), or any part thereof, for any commercial purposes without the prior express consent from Marina.

In the event of cancelled order or non-payment, Marina may continue using any image that she has developed, with or without the Ex Libris name.

Marina may further license an image to a third party, but in such event the license shall require that the name be removed, unless there is express consent from the client.

## **Getting Started!**

To get started, please simply send an email to <mailto:marina@marinaterauds.com> and indicate your request.

When asked to do a bookplate, Marina likes to get a general idea from which she can spin off from. For instance:

- [ARBOR MUNDI](#) is a bookplate that Marina did for a Russian collector. He simply indicated that he wanted a “Tree of Life” theme. Marina realized that there was also a Scandinavian connection. Thus she researched both cultures and unified some of the creatures that are symbolically used in both cultures.
- [NOAH’S ARK](#) was a request by a German collector. Marina initial impulse was to say no – the world doesn’t need another image of animal pairs walking up a ship’s plank. However then she got the conceptual idea of a bird’s eye view and the collector was very happy with the idea and the final result.

These two examples are included to show that a conceptual idea does not need to be long and laborious. In fact, Marina feels that a common mistake is that clients want their entire life crammed into this small image. It just becomes too chaotic. Marina is a master of detail. So it seems to work best if she is given the broad idea and then she artistically works in the details in a compositional way.

Remember, there is no obligation to get started.