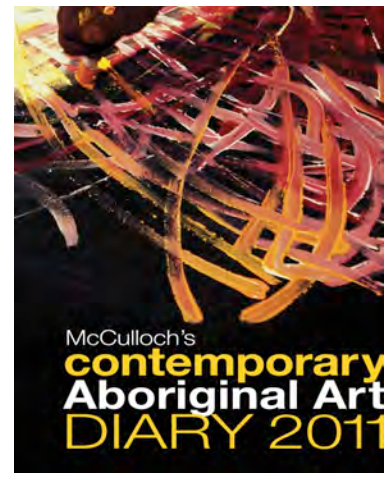


McCulloch's Australian Art Diary 2011

McCULLOCH
&
McCULLOCH
AUSTRALIAN ART BOOKS

QUALITY ART ADVERTISING



McCulloch's Contemporary Aboriginal Art Diary 2011

Dear Art Professional

Last year, we introduced advertising in our books for the first time in our McCulloch's Australian Art Diary 2010.

The response was extremely positive and we filled the allocated pages of advertising almost immediately. We also achieved what we wished – to broaden the scope of this publication to represent a wide and diverse range of quality art and art activities in Australia.

Advertising is selective, and we endorse the activities of all those who advertise with us. We have been most gratified, on their behalf as well as ours, to the hugely favourable reaction to the advertisements from a wide selection of book lovers, the media, arts bodies and government.

This year due to public demand, we are pleased to announce the release of a **new** art diary to join our beautiful Australian Art Diary.

McCulloch's Contemporary Aboriginal Art Diary 2011 – the first Australia-wide indigenous art diary - is based on our hugely popular *McCulloch's Contemporary Aboriginal Art: the complete guide*. More information about both these books follows.

We are pleased to offer to you, as one of a select group of valued clients, the opportunity to advertise in these two prestigious publications:

McCulloch's Australian Art Diary 2011

McCulloch's Contemporary Aboriginal Art Diary 2011.

Benefits to advertisers include:

- Year round daily exposure of activities to thousands of art-interested readers
- High exposure via these publications at key art events such as Melbourne Art Fair, Darwin Aboriginal Art Fair, Cairns Indigenous Art Fair at exhibitions we curate and in our other public appearances and book promotion
- Wide distribution throughout bookshops, gift shops, art galleries, gallery shops, to all major media, and as corporate gifts
- Six copies of the Diary/ies free of charge per page of advertising (12 copies for 2 pages or double page ads)
- The opportunity to purchase further copies pre publication (before August 4, 2010) of further copies at 50% discount off RRP (minimum 10 copies, plus freight) with further copies as per our Trade Discounts at any time

Details of publications, advertising rates and deadlines follow and please do not hesitate to contact us for further information. (Please note booking deadline of **April 7, 2010** and other deadlines as per booking form attached.)

With all best wishes,

Susan McCulloch and Emily McCulloch Childs

**McCulloch & McCulloch
Australian Art Books P/L.**

PO Box 375, Balnarring, Vic 3926 ABN 96007 169 986

T: 03 59 898 282

F: 03 59 898 276

E: info@mccullochandmcculloch.com.au

mccullochandmcculloch.com.au

McCulloch's Australian Art Diaries 2011

McCULLOCH'S AUSTRALIAN ART DIARY 2011

The coolest diary for 2011

A striking refrigerator, painted by Arthur Boyd in 1958 to raise money for charity and now in the collection of the Bendigo Art Gallery, features as the main cover image of the 2011 McCulloch's Australian Art Diary. The work of Darren Sylvester, Sidney Nolan, Lena Nyadbi and Arthur Streeton also feature as cover images of this much-loved diary.

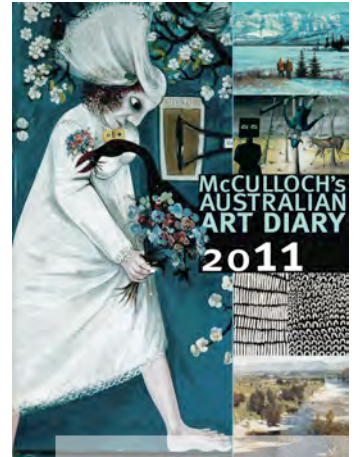
Hailed for its lavish illustrations and breadth of coverage of Australian art, this high quality diary features 52 full page stunning images from the colonial to the contemporary across all media and styles.

Drawn from McCulloch & McCulloch books, notably *McCulloch's Encyclopedia of Australian Art*, each image is accompanied by quotes from artists' entries in the Encyclopedia and other McCulloch books with page references to those titles.

Other features of this hugely popular diary include a week to a page opening, monthly planners and a handy document holder.

SPECIFICATIONS

McCulloch's Australian Art Diary 2011
Flexibound, textured cover, ribbon marker.
Matt art paper.
172 pp.
230mm x 270mm.
RRP \$36.
August 2010 release.



ANNOUNCING!

McCULLOCH'S CONTEMPORARY ABORIGINAL ART DIARY 2011

Australia's national indigenous art diary

Drawn from the hugely popular *McCulloch's Contemporary Aboriginal Art: the complete guide* this new diary, explores, in brilliant colour and informational text, the vibrant indigenous art of Australia.

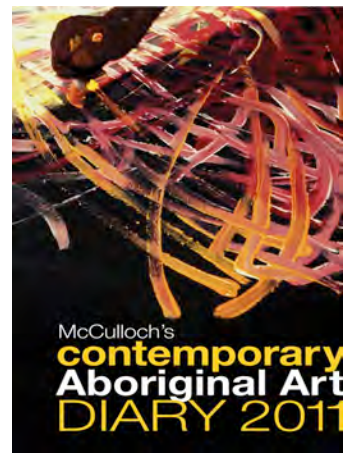
Each month features a different region, community or style of Aboriginal art, with extracts from *Contemporary Aboriginal Art* and a monthly planner. Spiral bound for ease of use, the diary is a week to an opening with a full page image per week. A total of 52 glorious images celebrate the rich range and quality of this unique art.

Featured for 2011 is the art of:

**Papunya/Kintore: Utopia: Yuendumu: APY/NPY Lands: Classic Kimberley: Balgo: Yirrkala
Central Arnhem Land: Tiwi Islands: Art in the three dimensional: Queensland & TSI: Into the new.**

SPECIFICATIONS

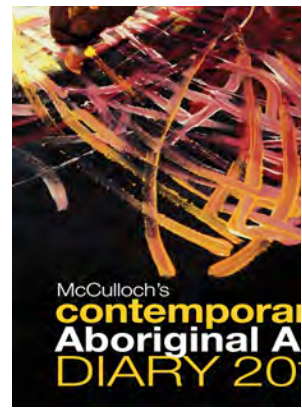
McCulloch's Contemporary Aboriginal Art Diary 2011
Spiral bound, heavy card cover, rounded edges.
Matt art paper.
172 pp.
230mm x 270mm.
RRP \$35.
August 2010 release.





ADVERTISING BOOKING FORM & RATES

McCulloch's Australian Art Diary 2011 McCulloch's Contemporary Aboriginal Art Diary 2011



BOOKING APPLICATION: On or before **7 APRIL 2010**
ACCEPTANCES CONFIRMED: On or before **14 April 2010**
Artwork deadlines **23 April: 30 April** . Please refer following page

ADVERTISING RATES: Single or double page advertisement only. (Selection applies, please refer to conditions below)

1. Single page either Diary \$900.
2. Double page either Diary: \$1600
3. Single page both Diaries (2 pages total): \$1600
4. Double page both Diaries (4 pages total) : \$3000

I wish to apply for advertising booking as follows and agree to the terms and conditions following

- Single page McCulloch's Australian Art Diary 2011 (Total \$900 and 6 free copies of the publication)
- Single page McCulloch's Contemporary Aboriginal Art Diary 2011 (Total \$900 and 6 free copies of the publication)
- Single page both McCulloch's Australian Art Diary 2011 and McCulloch's Contemporary Aboriginal Art Diary 2011 (Total \$1600 and 6 free copies of each publication)
- Double page McCulloch's Australian Art Diary 2011 (Total \$1600 and 12 free copies of the publication)
- Double page McCulloch's Contemporary Aboriginal Art Diary 2011 (Total \$1600 and 12 free copies of the publication)
- Double page McCulloch's Australian Art Diary 2011 and McCulloch's Contemporary Aboriginal Art Diary 2011 (Total \$3000 and 12 free copies of each publication)

ADVERTISING TERMS AND CONDITIONS

Our advertising policy is to include advertisements appropriate to the integrity and quality of our publications and to inform readers about a wide range of Australian art galleries, art styles, exhibitions, publications, events, organisations and activities.

Advertising space is limited and inclusion of all advertising material is at the discretion of the Publishers. Payment must be received by the date specified to ensure bookings. No responsibility will be accepted if the publication is delayed however the Publishers will refund in full the sums received, should the publication not proceed. The Publishers do not accept responsibility for errors in copy, or for any loss arising from the failure of an advertisement or any part thereof to appear. Material must be received by the deadlines specified and the advertiser may incur charges if changes are requested after the ad has been approved. Printed results may vary depending on quality and colour balance of material supplied by the advertiser.

McCulloch & McCulloch agrees to supply to the advertiser 6 free copies of the publication per page of advertising and enables the advertiser to order further copies, pre publication of August 4 2010, at 50 % discount (minimum 10 copies) and further quantities at the Publisher's trade discounts and terms of trading at any time.

McCulloch's Advertising Booking Form

Advertiser.....ABN.....

Address.....

.....Postcode.....

Telephone..... Mobile.....

Fax.....

Email

Booked by.....

ARTWORK and DEADLINES

I would be supplying:

- Finished artwork (to specifications below) by **30 April 2010**.
- OR
- Material for design (to specifications below) for McCulloch & McCulloch designer to design at \$100 per page by **23 April 2010**

PAYMENT

Must be received within 14 days of invoice.

TECHNICAL SPECIFICATIONS FOR ARTWORK BOTH DIARIES

FINISHED ART: High res PDF at 300dpi, CMYK. Page trim size of 230mm x 170 mm (portrait). Please allow 4 mm bleed all sides.

Please note: The Contemporary Aboriginal Art Diary is spiral bound, so double pages spreads are separated. Please allow 4 mm for bleeds around each page.

ARTWORK FOR DESIGN: All scanned or disk images and logos must be converted to CMYK. Images can be supplied as transparencies, colour prints or high resolution scans. High resolution scans should be supplied at 300 dpi at approximately the size you wish them to appear. Images can be sent by CD with laser print or by email.

I would like to ordercopies of McCulloch's Australian Art Diary, I am advertising in at the special pre publication rate for Advertisers of 50% off RRP of \$36 (minimum order 10 copies, plus freight)

I would like to ordercopies of McCulloch's Contemporary Aboriginal Art Diary, I am advertising in at the special pre publication rate for Advertisers of 50% off RRP of \$35 (minimum order 10 copies, plus freight)

PLEASE RETURN FORM by April 7 2010

FAX TO: 03 59 898 276

POST TO: PO Box 375, Balnarring, Vic 3926

EMAIL TO: susan@mccullochandmcculloch.com.au

T: 03 59 898282 **M:** 0419 896 473