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FINAL REPORT

Publications Review
for the
Agnes Etherington Art Centre

June 30th, 2004

8020Info Inc. - Consultants
Ideas, Advice & Information in Action



http://www.8020info.com





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Background to this Report

In March 2004, Director Janet Brooke contracted 8020Info Inc. to undertake a review of Agnes Etherington Art Centre publication distribution channels. The scope of the work was expected to include:

- a review of current distribution channels and research on potential regional opportunities for sale of AEAC publications;
- initial contact with potential distributors regarding opportunities for the sale of the exhibition catalogue *Ah Wilderness! Resort Architecture in the 1000 Islands* and future publications;
- a report of distribution channels and retail opportunities available to the Agnes Etherington Art Centre; and
- support for staff in establishing relationships with potential distributors.

To undertake this assignment, 8020Info Consultant Donna Gillespie, and Project Partner Barbara Allan who brought 20 plus years of publishing industry retail experience, reviewed the current distribution contract with Art Books Canada (ABC Books), the complete list and samples of current and past publications available for distribution and specifications for the *Ah Wilderness!* catalogue.

During the course of this assignment, it was discovered that a binding distribution contract exists between ABC Books and the Agnes Etherington Art Centre (Appendix A.) that restricts the Agnes Etherington Art Centre from establishing new distribution channels or securing other feasible retail opportunities for current or future publications such as the *Ah Wilderness! Resort Architecture in the 1000 Islands*.

This report provides an overview of current sales and distribution practices and provides an overall look at options available to the Agnes Etherington Art Centre for future sales both externally and on-site. Future support can be provided if particular options are of interest for further exploration.





Overview of AEAC Publications

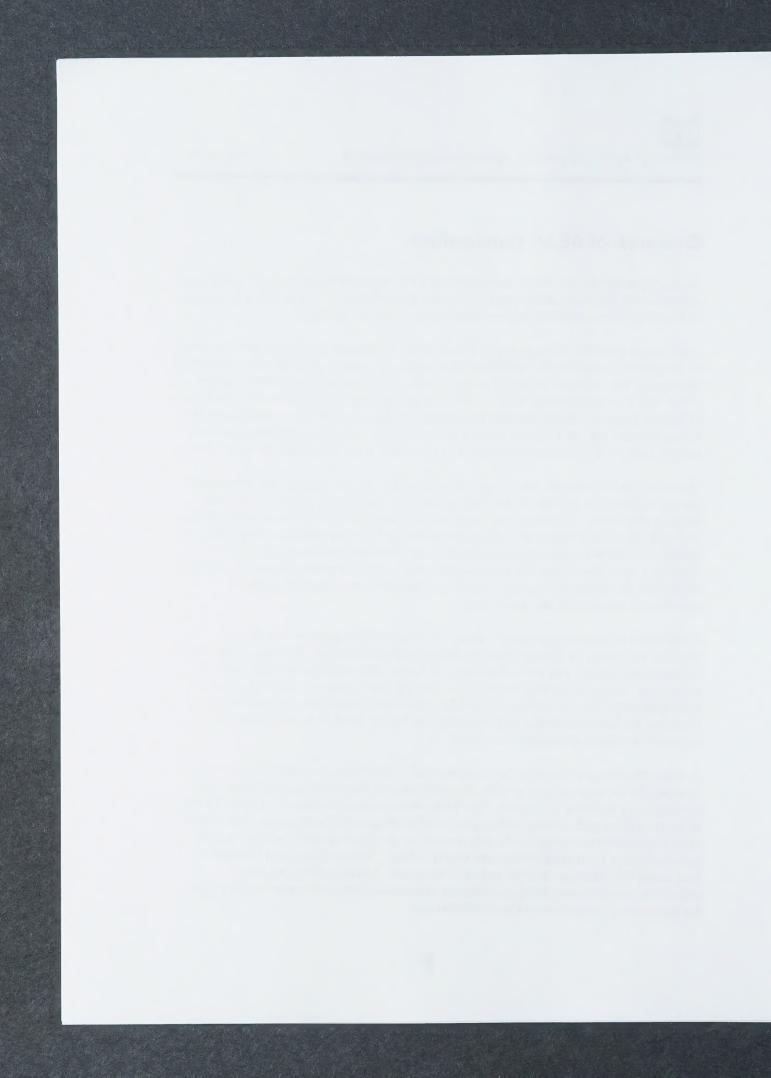
According to the AEAC Publications Reference List (updated to February 5th, 2004 – see Appendix B), the Agnes Etherington Art Centre has published 172 exhibition catalogues or related print materials for sale and distribution since the late 1960s.

Publications primarily serve as support material for exhibitions providing further context to the artist(s)' career and/or interpretation of works on display. As with most exhibition catalogues, the content is written in a more academic style including curatorial essays rather than at general reading level. Publishing and writing costs are funded through the exhibition budget, with separate fundraising taking place to cover expenses if necessary. Going forward, the Art Centre is faced with the choice of continuing with this standard gallery practice or designing publications as a potential profit-centre for the organization.

In review, the publications vary widely in terms of size, shape, content, quality and cost per unit – indicative not only of publishing trends, but also of curatorial capacity and funding availability. This can make it challenging for potential retail sales opportunities, which in many cases dictate the specifications for a publication rather than the other way around with the value placed on the content. Consideration may want to be given to creating a set of "templates" for future publications that still permit a degree of curatorial freedom in the design and content, yet create a standard, more saleable approach appealing to distributors and wholesalers.

A difficultly arises with some publications that were originally priced very low (a practice which may be related directly to covering the cost per unit, though in some cases remains unexplained) and leave little room for further discounting as a "sale" item or promotion. It is recommended for consideration that catalogues that do not have the price published, that an updated pricing take place to set a minimum standard which promotes the intellectual value of the publication, which can then be discounted as necessary as a sales and promotions means.

A small percentage of the titles have sold out and are no longer available for purchase, however for the vast majority of titles, the Art Centre is faced with maintaining a large inventory of exhibition catalogues. This poses an interesting situation for the Art Centre as many of these publications may be perceived by the general consumer as "out of date" or of limited interest, though within the research or academic realm these hard to find catalogues may be of great interest and highly valued. The challenge then becomes to best match the catalogue with the potential consumer. Understanding the target consumer can then assist the organization in determining future print runs and capacity for maintaining an inventory of past publications.





Elements of Successful Catalogues

While it is understood that the objective of exhibition related publications is to provide further context and support for the exhibition, if a retail component and its potential revenues are of interest, there are some basic elements for publishers to keep in mind to maximize potential sales and merchandizing opportunities. Elements to consider include:

Design

- A book spine that includes writing with name of publication and author;
- A "catchy" cover that attracts buyers interests;
- A size that has a shelf presence e.g. 8 ½" x 11";
- Not printing the price on the catalogue; and,
- Inclusion of a bar code.

Content

- <u>General level writing</u> many stores will not accept academic essays or books; and,
- Inclusion of <u>illustration or plates</u> colour preferred over black and white and all black and white greatly reduces interest.

Pricing

- Establish prices that take into consideration both the cost per unit in terms of printing, writing and administrative time as well as the future discounts' required by the distributor, sales representatives, wholesalers and on-site sales promotions. While in many cases this may not be realistic, it is wise to be aware of the true cost of publishing for the organization.
- Typically, a price that ends in 99 cents tends to "make people angry". Standard pricing would end in 50 cents, 75 cents or 95 cents.
- If publications are geared at a tourist market, under \$25 is the standard range with \$19.95 a typically "ideal" price.
- Trends in recent block-buster exhibition catalogues which have become designed as "coffee table books" generally are priced at a much higher level to appeal to a different market, and reflect \$45 through \$80 price range typically.





AEAC Publication Sales & Distribution

Currently, sales and distribution of Agnes Etherington Art Centre publications are realized through two primary channels:

- 1. On-Site through Gift Shop sales or through a complimentary exchange program with other galleries and museums, and
- 2. ABC Books as exclusive worldwide distributor.

The following chart highlights the past six years of publication sales.

Fisçal Year	On-Site Sales	ABC Books Sales	Total Sales	% of Total Sales Sold by Distributor
2004*	\$ 370	\$1,369	\$1,739	79%
2003	\$ 154	\$ 802	\$ 956	84%
2002	\$ 271	\$ 541	\$ 812	67%
2001	\$ 543	\$1,263	\$1,806	70%
2000	\$ 984	\$ 587	\$1,571	37%
1999	\$2,181	\$ 201	\$2,382	8%
1998		N/A	\$2,043	

Publication sales have varied over the past six years, with a record high predicted for the 2004 fiscal year (final sale figures still pending). However, sales from 2000 through 2003 were significantly lower than the 1998 and 1999 revenues – a trend* that has not been accounted for.

One trend that is clear is that sales by ABC Books have become a substantial source of sales for publications. This trend could be related to:

- the type of publication produced by the AEAC being more closely aligned with ABC Books target consumers,
- an increase in the number of publications produced by the AEAC for ABC Books to sell,
- an increasing knowledge of AEAC publications on behalf of ABC Books due to the established relationship, or a
- reduced effort in-house for sales of publications.

^{* 2004} sales do not included revenue from the new Gift Shop consignment sale system implemented in October, 2003.

^{*} It is undetermined if increased sales during 1998 and 1999 were related to the AEAC Capital Campaign – potentially, complimentary catalogues for donors were purchased by the Campaign Fund.





The Current Contract with ABC Books

From review of the files and confirmed by Laurence Boyle, President ABC Books, the most recent distribution agreement between the Agnes Etherington Art Centre and ABC Art Books Canada is dated February 5th, 2002. This agreement is automatically renewed annually, and outlines the current sales and distribution policy for all AEAC publications.

The following two points from the contract are of interest:

- ABC Books has the <u>exclusive rights to distribute all past</u>, <u>current and future AEAC publications internationally</u>. The only exception to this clause is:
 - the sale to individuals at the same retail price as sold by ABC Books.

While this clause permits on-site sales of publications through the Gift Shop, it basically eliminates all possibility for the Agnes Etherington Art Centre to offer discounts, organize sales of publications, or investigate potential new retail opportunities. While it is possible to sell to purchasers, it is not industry practise or common sense for bookstores, gift shops or other retail outlets to purchase at full retail cost.

- The AEAC provides all publications to ABC Books with a <u>discount of 65 per cent of the retail price</u>, and is required to absorb the following costs:
 - All shipping costs to and from ABC Books
 - All lost or damaged publications during transit
 - Promotional copies (10) of all new publications

There appears to have been some confusion over the level of discount offered to ABC Books. Original correspondence from 1998 indicates that a 60 per cent discount was to be offered, which was then adjusted to 65 per cent at the request of ABC Books. While the current level of discount is not untypical, it is on the high end of discounts. The distributor or sales agent is typically required to offer purchasers 40 to 45 per cent off of the retail price, with another 10 per cent or so of the retail price as commission going to the sales representative. The additional 10 to 15 per cent charged by ABC Books could be justified by their promotional support and administrative role in handling shipping and returns.





While the current distribution arrangement with ABC Books is quite restrictive and does not generate a high level of return financially for the Art Centre, there are many important benefits in the arrangement for the organization, such as:

- Minimal administrative support or follow-up required by AEAC staff. It appears that ABC Books oversees the majority of bulk order shipments and returns.
- Minimal promotional and marketing costs assumed by the Art Centre though this may want to be considered to augment ABC Books marketing promotions.
- Regular bi-annual reporting and payment by ABC Books to the AEAC – though more detailed sales reports may want to be considered and requested.
- Prestige and point of contact for the critical mass of Canadian galleries and museums being represented.
- Limited investment of time, human Resources, expertise or supervision required.

Sample Publication Revenue Breakdown

Book retails for \$30.00 per unit

ABC purchase rate \$10.50 per unit (based on 65% discount)

ABC sales rate \$16.50 per unit (based on 45% discount)

AEAC sales revenue \$10.50 per unit Less shipping \$ 1.00 per unit Less admin. \$ 1.00 per unit

\$ 8.50 per unit

For illustration purposes only, if the cost of publishing an exhibition catalogue is \$15.00 per unit, then there is a negative net loss of \$6.50 per unit. For future costing, consideration needs to be given to the non-financial value specific exhibition catalogues provide, thereby justifying potential net losses.

While there are pros and cons to almost any partnership arrangement, it is worth considering whether the current distribution arrangement meets the Art Centre's needs now and in the future. It is recommended that upon review of these notes and in consideration of the questions posed at the end of this report, that a meeting take place between the Art Centre and ABC Books to determine future objectives and negotiate contract arrangements.





Distribution & Sales Options

It is possible for the Agnes Etherington Art Centre to consider terminating the current contract with ABC Books at any time. Six months notice is required by ABC Books to terminate any binding agreement. If the Agnes Etherington Art Centre wishes to consider other options, the following highlights some basic sales opportunities that could be undertaken with AEAC staff acting as both publisher and sales representative, or in combination with an independent sales force. The Book Industry can generally be divided into three categories:

- 1. Publishers those that create the book or catalogue
- 2. Distributors those that sell the product to wholesalers
- 3. Wholesalers those that sell the product to individual consumers

Books are typically purchased by distributors or wholesalers in quantities of 2s, 3s, 5s, 10s, 15s, 25s, etc. Discounted rates offered to a purchaser are generally related to the quantity ordered. For example, with a 25-unit quantity a discount of 41 per cent is common. At 100 units, 42 per cent may be offered, and so on.

Distributors

Often small groups such as the Art Centre will use a large distributor who then takes a percentage of all sales – as is the case with ABC Books. Books come in to the publisher and are then delivered to distributor. Working with a distributor is only worthwhile if you are selling a number of different titles, as most distributors or sales groups would want to profile at least five or more titles. Distributors have sales representatives that work in different regions or with particular types of buyers such as Universities, Libraries or Gift Shops. Generally a 10 per cent commission goes to the sales representative.

When working with an independent distributor, the publisher is required to provide background information for the distributor to then make the pitch to stores and speak knowledgeably about the product. Often independent distributors will represent up to 15 or 20 publishers at any given time. Benefits of working with a distributor are that they have pre-established contacts with buyers and have the ability to regularly attend trade shows.

Consignment Sales

Consignment is the practice of offering products for sale to a distributor or retail agent, with payment being made to the Publisher only when sales are generated. In essence, the agreement with ABC Books is a consignment system – both for the Art Centre and perhaps also for ABC Books in its subsequent sales to retailers.





It is recommended that if you do choose a consignment system, that you are prepared for the administrative work required on your end. A dedicated staff person should be in place and prepared to oversee regular follow-up with a sales staff and purchasers. Be prepared for possible damage to catalogues that you will have to absorb – either due to shipping or in-store damage.

Purchase in Advance

As a publisher or sales representative, it is reasonable to expect purchasers to buy the product in advance. This may be the method used by ABC Books by its sales force. Generally, it is standard to factor a 40 per cent discount into the price of the book or catalogue, and it is common to expect the buyer to pay for shipping both to and from. Buyers will then hold the product for approximately 90 days, with returns of unsold units to be expected anywhere from three months to one year. Some sellers choose to offer a higher discount, say up to 50 per cent, with a no returns policy to reduce the administrative time required for follow-up or hassles associated with returns.

Wholesalers

A variety of wholesalers exist for the book market. From big box to independent bookstores, gift shops to universities or libraries, a variety of possible opportunities for sales exist depending upon the nature of the product. The advantage of working with experienced distributors or sales representatives is that they have established relationships that may take years for a new person or organization to develop. The needs and industry practices of the various wholesalers varies as much as their type of store.

Big Box Stores

In general, big box stores such as Indigo, Chapters Books and Barnes & Noble have "taken over" the book retail industry. Sales to mega-retailers generally go through a head office though sometimes a local manager has the discretion to purchase some books based on local interest. In this case, a consignment system may be necessary. In general, big box retailers require a 45 per cent discount.

Gift Shops/Small Retail

Gift Shops and smaller book retailers generally work on a 50 per cent discount due to lower margins, however negotiations are standard. In order to best target these retailers, attendance at trade shows and direct contact with buyers is required.





On-Site Sales Opportunities

As a secondary channel of publication distribution, on-site sales and increased merchandizing may be an option for maximizing revenue through Art Centre and Gift Shop sales. In review of AEAC publications and practices, the following opportunities are suggested within the context of the current binding contract with ABC Books.

Displays

Currently the AEAC Gift Shop is the retail arm for sale of all AEAC publications on-site. The space serves many objectives, primarily to generate revenue for the organization on behalf of the Gallery Association. While publications, especially with their low pricing are not necessarily the most lucrative product, developing ways to promote and display the wide range of current and past catalogues could be developed in conjunction with Gift Shop staff. It appears that only a limited number of publications (primarily the current titles and retail oriented catalogues are on view).

Another option could be to create appealing displays that could be located in the Atrium area of the Art Centre for perusal, to entice potential buyers and raise awareness of the significant publication inventory of titles. As space and visual presence may be limited, having an attractive and professionally designed promotional catalogue of catalogues may be a starting point to consider.

Packaging

In review of the publications available for sale, realistically many have limited general market appeal. A number of titles however may have a local appeal, such as those related to the history or architecture of the area. To maximize their sale potential, grouping two or three related publications together as a bundle with one price point may create an intriguing new product. Consideration would need to be given to the time and cost associated with shrink-wrapping or "gift-basketing" such a new product. While this may be a grey area within the current ABC Books contract, it does create a new product out of an old that could be marketed to local museum gift shops or small, independent book retailers in the area.

Another option for packaging could be to create a set price or package deal for school boards and classrooms, university departments, art libraries or groups for instance, for a set purchase of \$100, a complete set of AEAC Publications can be purchased. While this may again not be the most lucrative, it does help to ensure that publications are in the community and available for reference, rather than taking up space being stored.





Web-based Promotions

Web-based promotions may be worth considering for past publications. Currently both the AEAC website and the ABC Books website list select titles for sale. However, for researchers or those interested in information on select artists or their works, it can be difficult to identify the Art Centre as a potential site for purchase. An online inventory of catalogues that is designed for search engines to "read" the content through meta-tagged headlines and embedded text may help connect those of interest with the publications. This would consist of highlighting the artist or theme of the publication, rather than the organization so that researchers internationally could make the connection.

Gallery Association Promotions

An option for the AEAC to establish an arrangement with the Gallery Association and credit this voluntary association as a co-publisher of future publications, thereby circumventing the current ABC contract arrangements. More reasonably, establishing that the Gallery Association is to receive a certain quantity of each Art Centre publication for promotional and fundraising endeavours may prove beneficial for smaller scale sales to local museum gift shops and area bookstores such as Novel Idea.

Book Orders

From time to time the Art Centre fills individual book order requests for past publications rather than forwarding the individual to ABC Books. Currently, individual publications are priced from \$1 to \$30. It would be wise to consider establishing a minimum charge per unit such as \$5 in order to communicate the intellectual value of the publication and cover the administrative time required to fill such orders. This practice as suggested earlier may want to be considered for blanket re-pricing of all publications.

Public Relations

While the Art Centre publications may be considered a potential profit centre for the organization, it could also be considered a public relations vehicle. For older titles where a large inventory exists, using the publication or a package/bundle of titles may be an effective way to encourage new members, thank supporters/volunteers/members or to inform influential individuals such as municipal councillors, community or academic partners of the rich history of the Art Centre. Sometimes a token gift that technically costs the organization next to nothing can be highly valued by the recipient and help establish a good footing for future relationships.





Choices for Future Consideration

While this report provides a general overview of current practices and potential opportunities for sales and distribution, it also raises a number of questions that should be addressed prior to making choices going forward. Below are some questions for consideration:

- 1. In terms of Art Centre publishing, how does the organization place value on the somewhat competing objectives of providing added context for the exhibitions and generating revenue from sales?
- 2. What is the value placed by exhibition funders such as the Canada Council or Ontario Arts Council, on the nature of publications produced?
- 3. In order of priority, who is the target audience for publications person on the street with an interest in a particular exhibition? Academic researchers? Other curators? Practising artists? Gift-buyers?
- 4. What metrics or measures of success are used to determine if a publication is successful or meets the organizations objectives is it number of units sold? Number or quality of critical reviews in art magazines or by the media? Number of units sold on-site during the exhibition period or number sold a year post-exhibition? Peer recognition and awards?
- 5. Does the Art Centre have the interest or human capacity in developing a publications program that is organized as a profit centre? Is this interest commonly shared or in conflict with staff, funders or other interested parties? What are the most viable options for consideration?
- 6. What is the goal for future publication sales both on-site and externally? Does the organization have the current human and financial capacity to realize this either through number of titles published annually or number of units sold? Does the current distributor acknowledge these targets and have a plan to realize the goal, or is there another channel for distribution that is more likely to meet the organization's needs?





Action Items for Future Implementation

As referenced throughout the report, below is a list in no particular order of actionable steps that the AEAC can take for increasing the sales and presence of publications going forward.

- Creation of a portable publications display/kiosk for use by the Gallery Association Gift Shop in the Atrium area of the Art Centre.
- Development of a series of publication templates that provide reference for the design and layout of future publications that take into consideration best practices in the publishing industry and cost/benefit analysis.
- Creation of promotional pieces such as bookplates or bookmarks that incorporate further information on the Art Centre such as a map and hours of operation.
- Review and re-pricing of past publications reflective of market demand and intellectual vale of the publications. For publications with limited demand in the current market, repackaging and/or donation of excess inventory for promotional purposes.
- Packaging of similar themed catalogues into a new product for sale.
- Sales campaign geared at educational institutions and art groups for bulk purchase of past publications.
- Increased web presence for promotion of publications for sale through better use of meta-tags, search-engine "readable" text and subject/theme web pages.
- Request for increased sales breakdowns by sector by ABC Books for a better understanding of the current sales market for ABC Books and AEAC publications in particular.
- Undertake a discreet comparison of other institutions publications sales contracts with distributors.
- Review with staff and stakeholders measures of success for publications and choices for future consideration.





Sales & Distribution Contacts

McGill-Queen's University Press

3430 McTavish Street Montreal, Quebec H3A 1X9 Canada

Philip Cercone
 Executive Director and Senior Editor
 Tel: (514) 398-3750
 Fax: (514) 398-4333
 philip.cercone@mcgill.ca

For distribution in Eastern Canada:

Hornblower Books

Suite 201, 4001 rue Berri Montreal, PQ H2L 4H2

> Karen Stacey and Debra Schram Phone: (514) 843-7410
> Fax: (514) 843-7798
> stacey@axess.com
> schram@axess.com

McGill-Queen's University Press

Queen's University Kingston, ON K7L 3N6 Canada

> Donald H. Akenson, Senior Editor Tel: (613) 533-2155
> Fax: (613) 533-6822
> mqup@post.queensu.ca

Please note: These contacts were provided by Barbara Allan as potential names for consideration and industry discussion if ABC Books does not meet the future needs of AEAC publication distribution.



ABC Art Books Canada 372 Ste. Catherine W., suite 230 Montréal Québec Canada H3B 1A2 tel (514) 871-0606 fax: (514) 871-2112 e-mail: info@ABCartbookscanada.com

DISTRIBUTION AGREEMENT

BETWEEN

The Agnes Etherington Art Centre, located at Queen's University, Kingston Ontario K7L 3N6, represented by Dorothy Farr, acting director, and for the purposes of this contract referred to as The Publisher

AND

ABC Art Books Canada Inc., located at 372 Ste. Catherine West, suite 230 Montreal Quebec H3B 1A2 Canada, represented by Lawrence Boyle, president, and for the purposes of this contract referred to as ABC.

IT IS UNDERSTOOD that the Publisher wishes to put its entire publication list into distribution.

IT IS UNDERSTOOD that ABC possesses the necessary infrastructures to provide an adequate distribution of the Publisher's publications.

ARTICLE I

1.1. Exclusivity

- 1.1.1. The Publisher entrusts ABC with exclusive international distribution rights for its entire publication list whether already published or forthcoming.
- 1.1.2. The Publisher entrusts ABC with exclusive international distribution rights for all customer orders for its publications, including their treatment, invoicing, and shipping.



- 1.1.3. Customer orders include international orders from bookstores for resale, from libraries and library suppliers, from wholesalers, requests for consignment, as well as orders for launches and events outside of the Publisher's institution around the world.
- 1.1.4. The only exception to exclusivity as outlined in article 1.1. is the sale of its publications by the Publisher to individual purchasers at the same retail price as sold by ABC.
- 1.1.5. In the case of co-publication, ABC's exclusive international distribution rights as outlined in article 1.1.3. remain unchanged. The co-publisher, however, is not bound by the present agreement.
- 1.2. Shipping and Warehousing
- 1.2.1. ABC will receive the Editor's publications on consignment. All publications stored at ABC's warehouse remain the property of the Publisher.
- 1.2.2. The Publisher entrusts ABC with exclusive storage of its publications as outlined in article 1.1.1. The Publisher agrees to meet the transportation expense for publications shipped to ABC as well as the transportation expense for any publications returned from ABC to the Publisher.
- 1.2.3. Upon signing this agreement, the Publisher will supply ABC with a complete list of its publications from which ABC will place an initial order.
- 1.2.4. The Publisher agrees to make available to ABC at least one half of the print run of each of its publications.
- 1.2.5. The Publisher agrees to fulfill ABC's orders for its publications in a timely fashion and to wrap and ship them securely.
- 1.2.6. The Publisher frees ABC from all responsibility for publications received damaged or lost in transit.
- 1.2.7. Publications received by ABC that are defective or damaged will be warehoused separately. If after three notices from ABC the publisher does not declare its intentions, ABC will unilaterally dispose of defective or damaged publications and will inform the Publisher of its decision.



- 1.3.1. ABC will include the Publisher's entire publication list in its computerized data base.
- 1.3.2. ABC will include the Publisher's new publications with complete bibliographic data on its web site as well as in its sales catalogues, the deadlines for which are April 15 and September 15 of each year.
- 1.3.3. ABC will include the Publisher's older publications, selected at ABC's discretion, on its web site and in its sales catalogue.
- 1.3.4. ABC assures a professional retail sales representation throughout Canada and the United States, an active solicitation of libraries, stores and institutions around the world, as well as a full and varied exhibition schedule at events judged by ABC to be in the Publisher's best interests.
- 1.3.5. ABC assures inclusion of each of the Publisher's new publications, along with complete bibliographic and exhibition information, in *ARTbibliographies Modern* published twice yearly.
- 1.3.6. ABC reserves the right to use a maximum of ten (10) copies of each new publication for promotional purposes. The sending of promotional copies and the choice of their recipients will be decided by and paid for by ABC.
- 1.3.7. All promotional activities outlined in article 1.3 are the entire responsibility of ABC.
- 1.4. The Publisher's Promotional Responsibilities
- 1.4.1. The Publisher agrees to identify ABC as its exclusive international distributor and to provide its ordering address, both physical and electronic, on its web site and in all appropriate publicity or promotion initiated by the Publisher.
- 1.4.2. The Publisher agrees, whenever possible, to inform ABC at least two months in advance of the release of each of new publication, the date of publication and the print run along with the following information: title, artist(s), authors(s), page count,



illustration count, format, ISBN, retail price and a descriptive abstract so that ABC can adequately prepare promotion and place an initial order.

- 1.4.3. The Publisher agrees to take every reasonable opportunity to promote the availability of their publications through ABC to the appropriate parties when representing their institution on official business.
- 1.4.4. All promotion and publicity not outlined in article 1.3 of this agreement is the entire responsibility of the Publisher.

ARTICLE 2

2.1. Payment and Terms

- 2.1.1. Because ABC provides discounts of up to 45% to its customers, the Publisher agrees to provide ABC with a discount of 65% of the retail price for each of its publications.
- 2.1.2. ABC will pay the publisher for copies sold at six month intervals in the thirty (30) following May 31 and November 30 of each year.
- 2.1.3. ABC will provide the Publisher with a sales report with each payment.
- 2.1.4. Due to the fact that retail customers can return unsold publications to ABC up to one year after the invoice date, ABC reserves the right to pay the Publisher 20% less than the amount due at each payment period in order to avaoid carrying a negative balance. Any balance due will be paid at each succeeding payment period.

ARTICLE 3. CLAIMS

3.1. The Publisher frees ABC from all responsibility regarding any action or claim directed against the Publisher regarding the Publisher's publications, or resulting from the Publisher's actions or omissions, whatever the cause.



- 4.1. The present agreement is automatically renewed annually from its date of signing. Either party can terminate this agreement by sending, by registered mail, a six (6) month notice of termination to the other party at its aforementioned address.
- 4.2. In the case of termination the obligations and responsibilities of each party as outlined in this agreement remain intact and unchanged for the six (6) month period outlined in article 4.1. During this six (6) month period ABC remains the Publisher's exclusive international distributor and no other organization, including the Publisher, can fill or solicit customer orders or undertake any action or promotion to do so.
- 4.3. This agreement is automatically terminated if either party violates any articles found therein. Each party has two (2) weeks to correct any violation after having received from the other party a notice indicating the nature of such violation.
- 4.4. Once this agreement is terminated, ABC will produce a final sales report. The amount due the Publisher will be paid within the one hundred and eighty (180) days following the date of termination. For the reasons outlined in article 2.1.4. ABC reserves the right to withhold 20% of the amount due. This final balance will be paid one year after the termination of the contract once all customer returns have been received.

Signed in duplicate 02/05/02 (month/day/year) by

Lawrence Boyle, President ABC

Agnes Etherington Art Centrep



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TITLE/DESCRIPTION	AUTHOR	ISBN	PRICE	CODE	SHELF NO. NOTES
A Certain Amount of Joy: Alex Wyse Recent Work. 15 pp, colour (cover), 1986.	Dorothy Farr	0-88911-411-0	\$ 4.50	AE096	SHELF NO 42
A Fish Story: Dave Gordon. 6 pp, b/w, 1984.	Introduction by Robert Swain Essay by Artist		\$ 2.50	AE077	Annabel's Office
A. A. Chesterfield: Ungava Portraits (1902-1904). 48 pp. b/w, 1983.	William C. James	0-88911-373-4	\$ 10.00	AE071	SHELF NO 31, 32, 33
André Biéler in Rural Québec. 48 pp, colour, 1988.	Frances K. Smith	0-88911-495-1	\$ 7.00	AE106	SHELF NO 45
André Fauteux: Ten Years - Dix Ans. 61 pp, b/w, 1982.	Karen Wilkin	0-88911-372-6	\$ 5.00	AE070A	Annabel's Office Out of Print
Andrea Bolley. 6 pp, b/w, 1981.	Dorothy Farr	,	\$ 1.00	AE035	SHELF NO 30
Annual Report: 1994-1995. 20 pp, b/w, 1995.			N/A	AE135	SHELF NO 79
Annual Report: 1995-1996. 20 pp, b/w, 1996.			N/A	AE141	SHELF NO 82
Annual Report: 2001-2002 . 24 pp, b/w, 2003.			N/A	AE162	Annabel's Office
April/Davey/Grauerholz. 35 pp, b/w, 1985.	Martha Townsend	0-88911-398-X	\$ 4.00	AE089	SHELF NO 39
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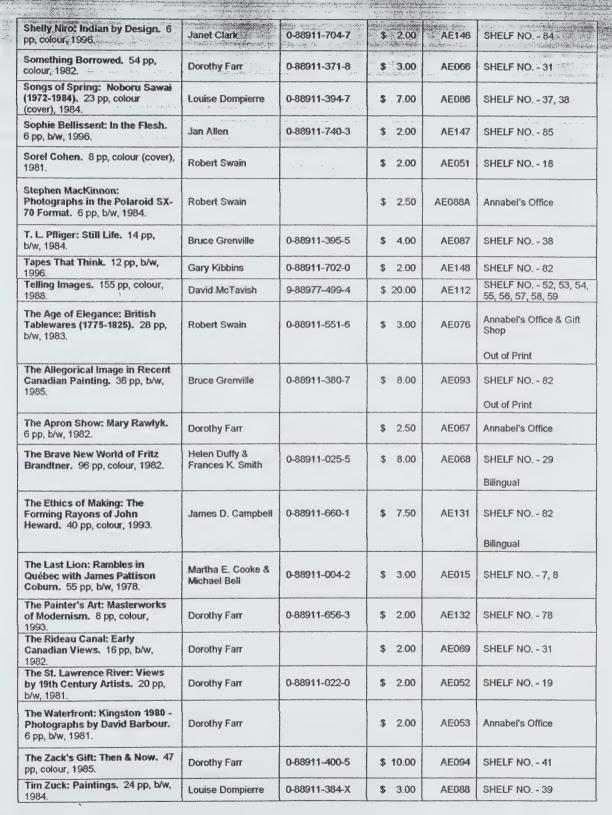






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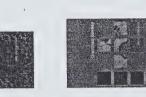
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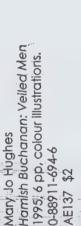
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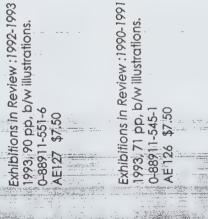


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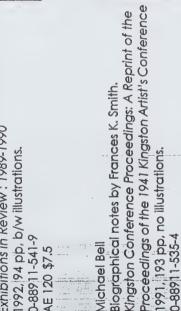




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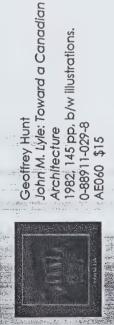
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1980, 6 pp, b/w illustrations.

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Comment by Artist

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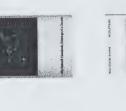
1980, 6 pp, b/w illustrations.

AE030

John Noestheden

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1979, 6 pp, b/w illustrations. Malcolm Rains: Sculpture Robert Swain



1980, 8 pp, no illustrations.

From Private Walls Robert Swain et al.



Magda Creet: Kingston Portraits 1979, 2 pp, b/w illustrations. Comment by Artist Francis K. Smith **AE023**

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Francis K. Smith

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Transcripts: Printmakers' Symposium, 1978, 36 pp, no illustrations. November 1 & 2, 1978 AE016 \$2



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Frances K. Smith





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Natalie Luckyj

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ludith M. Nasby

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George Harlow White (1817-1887) 1975, 44 pp, b/w illustrations. AE002 \$3 Frances K. Smith

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D-J

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Independent Publications / Publications indépendantes

IRHA (Institute for Research in the History of Architecture/Institut de recherche en histoire de l'architecture (Montréal Québec) •

Intervention, Editions (Québec, Québec)

J'ai VU Editions (Québec, Québec)



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Q-Z

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Saint Mary's University Art Gallery (Halifax, Nova Scotia)

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David

MEMO

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Date:

11 August 2004

To:

Curators, Pat Sullivan, Barry Fagan, Annabel Hanson, Barbara Bird (GA)

From:

Janet M. Brooke, Director

c.c.:

Re:

Art Centre publications

As part of the Capacity-building Project we have embarked on with funds from the Canadian Arts and Heritage Sustainability Program, last Spring I commissioned a publications audit from Donna Gillespie of 8020Info Inc. Its purpose is to review the Art Centre's current approach to marketing, sales, distribution of our catalogues, and to propose strategies and options for improvement in order to ensure that our publications are reaching as wide a market and audience as possible, given our means.

I attach a copy herewith for your review, and will plan a meeting sometime this fall for a discussion of possible next steps.

