

ILLUSTRATION DIVISION
ART DEPARTMENT

ESTIMATE CONFIRMATION

DATE: NOVEMBER 7TH, 2018

TO: ART PRODUCTION FUND
81 PROSPECT STREET
BROOKLYN, NY 11201
T: (212) 966 - 0193

FROM: ILLUSTRATION DIVISION, INC.
428 STATE STREET
BROOKLYN, NY 11217
T: (212) 243 - 2103

CONTACT: KATHLEEN LYNCH (KATHLEEN@ARTPRODUCTIONFUND.ORG)
AND CASEY FREMONT (CASEY@ARTPRODUCTIONFUND.COM)

ARTIST: JOANA AVILLENZ

AGENT: ELINOR T VANDERBURG (ELINORTV@ART-DEPT.COM)

REGARDING: THE CREATION AND USAGE OF ONE ILLUSTRATED MAP (13 LOCATION CALL-OUTS, MAP BASE, AND ADDITIONAL HOLIDAY ELEMENTS / CHARACTERS) OF ROCKEFELLER CENTER FOR THE 2018 HOLIDAY SEASON.

RIGHTS LICENSED. THE ART PRODUCTION FUND, ON BEHALF OF ITS CLIENT, ROCKEFELLER CENTER, MAY USE THE AFOREMENTIONED ILLUSTRATION FOR PROMOTIONAL DISTRIBUTION, AND FOR ROCKEFELLER CENTER SOCIAL MEDIA, FROM 2 MONTHS FROM DATE OF FIRST USE (NOVEMBER 28TH, 2018), ONSITE AT ROCKEFELLER CENTER, ONLY. ALL OTHER RIGHTS NOT SPECIFIED (INCLUDING, BUT NOT LIMITED TO, ANY USAGE BEYOND THIS TIME PERIOD OR ANY ADDITIONAL ONSITE, PROMOTIONAL, OR SOCIAL MEDIA USAGE, AS WELL AS ANY EDITORIAL, PRINT ADVERTISING, IN-STORE, POS, DIRECT MAIL, ELECTRONIC, PACKAGING, FOR-SALE MERCHANDISING, AND BROADCAST OR OUTDOOR ADVERTISING) ARE RESERVED, AND ANY ADDITIONAL USAGE MUST BE NEGOTIATED FOR ADDITIONAL TERMS AND FEES. AT ALL TIMES, THE COPYRIGHT FOR THIS ILLUSTRATION REMAINS WITH THE ARTIST.

REVISIONS. CLIENT IS ALLOWED THREE ROUNDS OF REVISIONS FOR EACH ILLUSTRATION, BASED ON INITIAL SKETCHES AND CREATIVE BRIEF, PRIOR TO FINAL ARTWORK BEING SUBMITTED. IF ADDITIONAL REVISIONS ARE REQUESTED AFTER TWO ROUNDS HAVE BEEN COMPLETED, AN ADDITIONAL FEE EQUAL TO US\$500 SHALL BE CHARGED PER REVISION ROUND, PER ILLUSTRATION.

CANCELLATIONS. IF ARTWORK THAT HAS BEEN COMMISSIONED IS CANCELLED AT ANY POINT, CLIENT WILL BE OBLIGATED TO PAY 50% OF TOTAL FEES AS OUTLINED BELOW.

SAMPLES. PLEASE SEND TEN COPIES EACH OF THE PRINTED ISSUE TO JOANA AVILLENZ AND TO ILLUSTRATION DIVISION:

JOANA AVILLENZ
104 READE STREET, APARTMENT 2E
NEW YORK, NY 10013

ILLUSTRATION DIVISION
428 STATE STREET
BROOKLYN, NY 11217

RE-USE. ANY ADDITIONAL USAGE MUST BE NEGOTIATED FOR ADDITIONAL TERMS AND FEES.

CREDIT. CREDIT MUST READ: JOANA AVILLENZ / ILLUSTRATION DIVISION.

FEE. AS DESCRIBED ABOVE:

FOR CREATION OF ONE MAP ILLUSTRATION (UP TO 13 LOCATION CALL-OUTS)	\$ 7,500
FOR 2-MONTH'S SOCIAL AND COLLATERAL USAGE OF MAP	\$ 6,000
TOTAL	\$ 13,500

OPTIONAL FEES.

FOR VITRINE USAGE OF ONE MAP ILLUSTRATION AND/OR ELEMENTS AT ROCKEFELLER CENTER	\$3,000 / MONTH
FOR ART SUNDAY EVENT (DATE TBD)	\$1,000 / HOUR

FOR ADDITIONAL LOCATION CALL-OUTS	\$ 500 EACH
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PAYMENT TERMS. AN ADVANCE OF 50% OF TOTAL BASE FEES (\$6,750) TO BE INVOICED PRIOR TO COMMENCEMENT OF WORK, WITH THE TOTAL BALANCE OF FEES TO BE INVOICED UPON COMPLETION OF ARTWORK. ALL INVOICES ARE DUE AND PAYABLE IN FULL NET 30.

PLEASE NOTE. THIS ESTIMATE IS BASED ON SPECIFICATIONS PROVIDED TO DATE; SHOULD SPECIFICATION OR VOLUME CHANGE, ESTIMATE IS SUBJECT TO CHANGE.

EXPENSES. CLIENT PAYS ALL COURIER EXPENSES.

CONFIRMATION. YOUR SIGNATURE BELOW WILL CONFIRM THE FEES AND TERMS SPECIFIED ABOVE:

SIGNED: _____
DULY AUTHORIZED FOR ART PRODUCTION FUND

DATE: _____

* * * * PLEASE SIGN AND RETURN TO ELINORTV@ART-DEPT.COM * * * *

(THIS PROJECT WILL NOT COMMENCE UNTIL THIS ESTIMATE CONFIRMATION IS BOTH SIGNED AND RETURNED TO US.)