

# USER GUIDE FOR THE T.O.E. ART MARKET

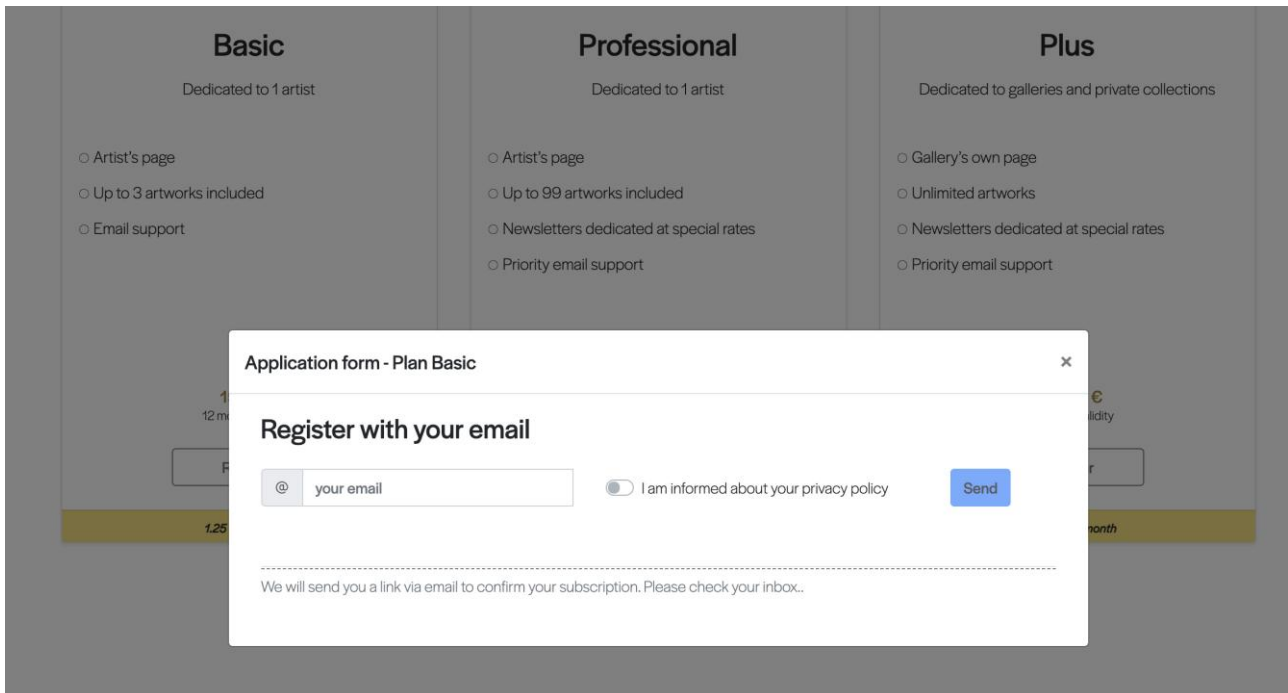
**Step 1** Select *Register* from the menu on the T.O.E. Art Market homepage (top right). The *Sign In* window will appear.



**Step 2** Click *Register* on the type of sale account you wish to create: **Basic**, **Professional** or **Plus**.

Basic	Professional	Plus
Dedicated to 1 artist	Dedicated to 1 artist	Dedicated to galleries and private collections
<ul style="list-style-type: none"><li>○ Artist's page</li><li>○ Up to 3 artworks included</li><li>○ Email support</li></ul>	<ul style="list-style-type: none"><li>○ Artist's page</li><li>○ Up to 99 artworks included</li><li>○ Newsletters dedicated at special rates</li><li>○ Priority email support</li></ul>	<ul style="list-style-type: none"><li>○ Gallery's own page</li><li>○ Unlimited artworks</li><li>○ Newsletters dedicated at special rates</li><li>○ Priority email support</li></ul>
15.00 € 12 months validity	48.00 € 12 months validity	294.00 € 12 months validity
<a href="#">Register</a>	<a href="#">Register</a>	<a href="#">Register</a>
1.25 € per month	4.00 € per month	24.50 € per month

**Step 3** When you click *Register*, a new window will open for entering your e-mail address. Enter your e-mail, tap on the *Privacy Information* button and click Send.



**Basic**  
Dedicated to 1 artist

- Artist's page
- Up to 3 artworks included
- Email support

**Professional**  
Dedicated to 1 artist

- Artist's page
- Up to 99 artworks included
- Newsletters dedicated at special rates
- Priority email support

**Plus**  
Dedicated to galleries and private collections

- Gallery's own page
- Unlimited artworks
- Newsletters dedicated at special rates
- Priority email support

**Application form - Plan Basic** X

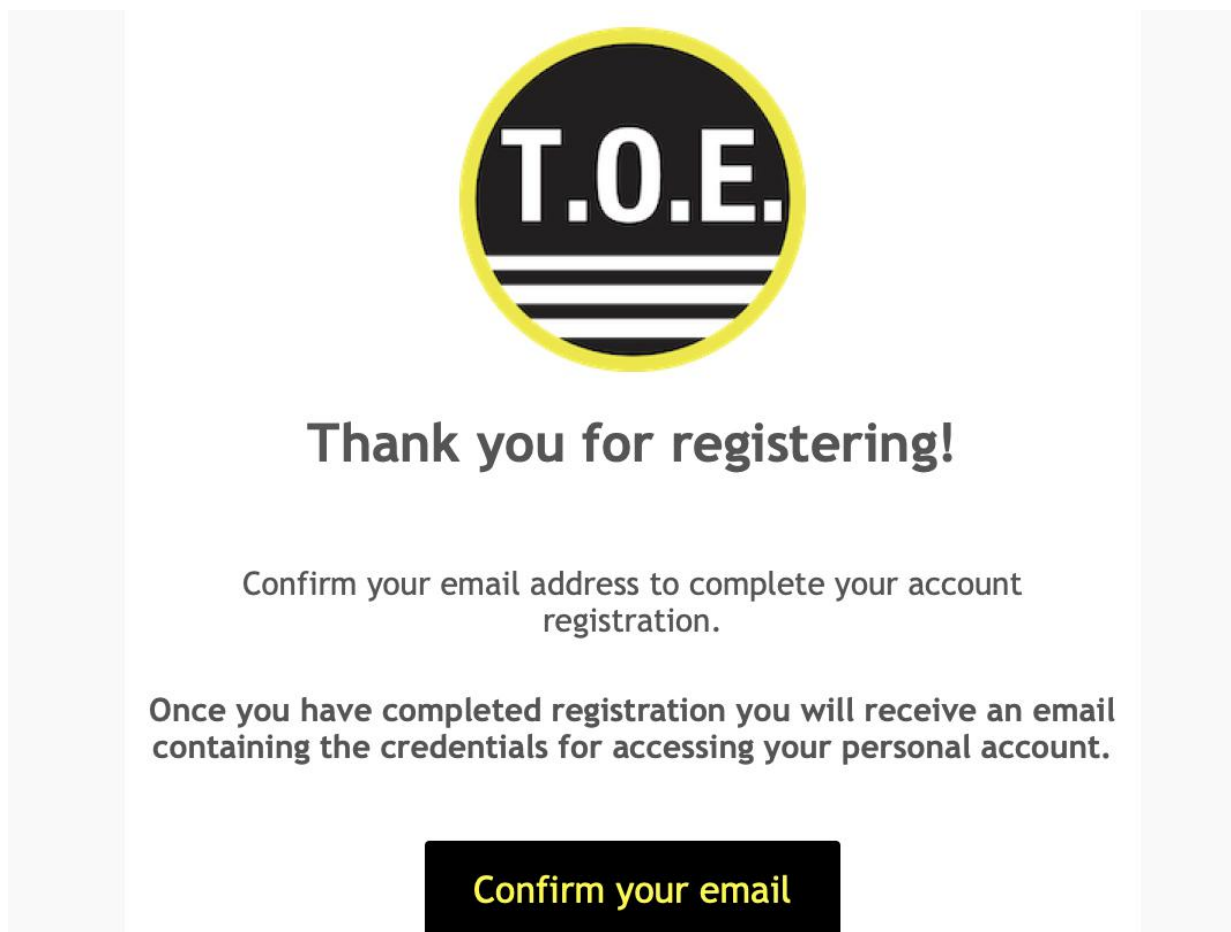
**Register with your email**

@ your email ☐ I am informed about your privacy policy **Send**

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We will send you a link via email to confirm your subscription. Please check your inbox..

**Step 4** An email containing a verification link will be sent to the address you have provided. Click on the link supplied in the email in order to complete the verification process. If the email is not in your inbox, check your unwanted emails and spam folders.



When you have confirmed your email address, the account registration page will appear on your browser. At the same time, an email will be sent to your inbox containing your default password.

You are ready to create your account.

Now you have to add the contact information to your profile.

After completing your account, you can change or keep your default password. Every time you change your password you will receive a confirmation email with your new access data.

NEW\_PROFESSIONAL\_1613468361

ARTIST (PROFESSIONAL) REGISTERED

ARTIST PROFILE

SUBSCRIPTION

WORKS FOR SALE

PURCHASES

First name

First name

Last name

Last name

Alias

Alias

VAT / Tax code

VAT / Tax code

Address

Address

City

City

ZIP

ZIP

Country

Afghanistan

Phone

Phone

About / Biography / Description

About / Biography / Description

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Login credentials, Security and Privacy

Email

bau@lobart.it

Password

\*\*\*\*\*

☒ I am informed about your privacy policy

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Notifications and Preferences

☒ I want to receive news and updates

Update

You can complete your account by adding the information straight away or at a later stage. If you decide to do this later you will have to repeat the Login procedure (at the top of the Homepage), by entering your email address and the default password that you were assigned and which was sent to your inbox when your email address was confirmed.



## Thank you for registering! Your account is active.

Welcome, your account **PROFESSIONAL** has been successfully registered.

Below is the information necessary for accessing your account:

**Username:**

**Password:**

After you have logged in you can change the password and update any information.

**Login**

[You can access it directly by clicking on this link \(login\).](#)

If you have any doubts or problems do not hesitate to contact us at: [support@toeartmarket.com](mailto:support@toeartmarket.com)

Best regards

**Step 5** Once you have completed your account the *Subscription* box will turn green and you will automatically access the payment page.

The screenshot shows a navigation bar with four tabs: 'ARTIST PROFILE', 'SUBSCRIPTION', 'WORKS FOR SALE', and 'PURCHASES'. The 'WORKS FOR SALE' tab is highlighted with a red circle. Below the navigation bar, there are three main sections: 'Plan Artist (Basic)', 'Payment', and 'Subscription'. The 'Plan Artist (Basic)' section lists features like 'Dedicated to 1 artist', '15 € / yr', and options for 'Artist's page', 'Up to 3 artworks included', and 'Email support'. The 'Payment' section includes a 'Promotion code' field, an 'Amount' field set to '15', a toggle for 'E-payment' (which is turned on), and a 'Pay online now' button. The 'Subscription' section shows a status of 'TO BE COMPLETED' and fields for 'Amount', 'Payment date', 'Active from', and 'Deadline'.

After completing the payment, you are ready to start uploading and selling your works. The *Works for Sale* box will turn green, by clicking on it you will access the page for uploading works.

**Step 6** You're all done! Click on *Add new work* to access the form to be used to enter the works.

The screenshot shows the 'WORKS FOR SALE' page. The navigation bar at the top has four tabs: 'ARTIST PROFILE', 'SUBSCRIPTION', 'WORKS FOR SALE', and 'PURCHASES'. The 'WORKS FOR SALE' tab is highlighted in green. Below the navigation bar, there is a button labeled 'Add new work' which is circled in red. To the right of this button, there is a box containing the number '3' and the text 'Works left'. In the top right corner, there is a link that says 'Click here to preview your space.'

**Step 7** This is what the form looks like; it is divided into three parts:

- 1) **Describe the work**
- 2) **Classify the work**
- 3) **Sale and Shipping**

ARTIST PROFILE

SUBSCRIPTION

WORKS FOR SALE

PURCHASES

Click here to preview your space.

Add new work

3 Works left

Work details

Publish online

Save edits

Describe the work

Title

Title

Technique / Year

Technique / Year

Height

Width

Depth

Height

Width

Depth

About the work

About the work

Image of the work

Drag & drop files here ...  
(or click to select file)

Work URL

Work URL

Classify the work

Category

Drawing

Colour

Subject

Technique

Sale and Shipping

Sale

Price

Price

Certificate of authenticity

Shipping

Delivery by courier

Local shipment

International shipment

Shipped from

Belgium

Packaging

Type of packaging

Cardboard box

Check your entries and return to top to save.

Shipping Costs - Reference Guide

### Step 7.1 – Describe the work.

Enter the information about the work. Insert a picture of the work in the square on the right.

**Describe the work**

Title

Technique / Year

Height

Width

Depth

About the work

Image of the work

Drag & drop files here ...  
(or click to select file)

Work URL

**Step 7.2 - Classify the work.** Enter the information about the Category to which it belongs (Drawing, Photograph, Limited Edition, Painting, Sculpture) and the various Tags to facilitate the collectors' searches. You can add various criteria and Tags inside the Color, Subject and Technique fields (Edition, for the Photography category only) to facilitate the viewing of the work.

**Classify the work**

Category\*

Colour\*

Subject\*

Technique\*

**Step 7.3 - Sale and Shipping.** Enter the sale price and tap on certificate of authenticity, if you possess one (this is a very important document and required for a sale).

Tap on *Local shipment* and enter the cost; repeat the operation for *International Shipment*.

All the sale prices and costs are expressed in Euros without decimals. Finally, indicate the type of packaging.

The screenshot displays a 'Sale and Shipping' form with three main sections: Sale, Shipping, and Packaging.

- Sale:** Includes a 'Price \*' text box with the value '1200' and a 'Certificate of authenticity' toggle switch that is turned on.
- Shipping:** Features a 'Shipping' header with an information icon. It contains two toggle switches: 'Delivery by courier' and 'Local shipment', both of which are turned on. Below these are two text boxes: 'Local shipping cost \*' with the value '70' and 'Intl shipping cost \*' with the value '120'. At the bottom is a 'Shipped from \*' dropdown menu set to 'Italy'.
- Packaging:** Includes a 'Type of packaging \*' dropdown menu set to 'Cardboard box'.

At the bottom right of the form, there is a link that says 'Check your entries and return to top to save.' with an upward arrow icon. At the bottom left, there is a link that says 'Shipping Costs - Reference Guide' with an information icon.

**How to establish local and international shipping costs according to the area or country.**

There are two ways of calculating the shipping costs, Local and International.

In order to facilitate the calculation of the shipping costs, the geographical areas are divided into **Zones**: a) shipments inside your **own Zone** will have a Local shipping cost. b) shipments between **different Zones** should, instead, be calculated as **International**.

For all the countries not included among the Zones listed below, we recommend selecting the International shipment option only.



### **Zone 1 – Europe**

Andorra, Austria, Belgium, Bulgaria, Croatia, Czech Republic, Denmark, France, Germany, Greece, Hungary, Italy, Liechtenstein, Luxemburg, Monaco, Netherlands, Poland, Portugal, Republic of San Marino, Romania, Slovakia, Slovenia, Spain, Switzerland, United Kingdom,

### **Zone 2 - Northern Europe**

Estonia, Finland, Latvia, Lithuania, Norway, Sweden.

### **Zone 3 - North America**

USA, Canada.

### **Zone 4 – Central and South America**

Argentina, Belize, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Ecuador, El Salvador, French Guyana, Guatemala, Guyana, Honduras, Jamaica, Mexico, Nicaragua, Panama, Paraguay, Peru, Suriname, Uruguay, Venezuela.

### **Zone 5 – Asia**

Bangladesh, Brunei, Cambodia, China and Hong Kong, India, Indonesia, Japan, Laos, Malaysia, Myanmar, Philippines, Singapore, South Korea, Taiwan, Thailand, Vietnam.

### **Zone 6 – Africa**

Algeria, Egypt, Morocco, Tunisia.

### **Zone 7 – Middle East**

Armenia, Azerbaijan, Bahrain, Georgia, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Palestine, Qatar, Saudi Arabia, Syria, Turkey, United Arab Emirates, Yemen.

### **N.B. Example**

If you are an artist/gallery based in Belgium (**Zone 1**) and you are selling a work to a collector in Spain (**Zone 1**) the shipment will have a **Local** cost in the seller's shopping cart. However, if you are an artist/gallery based in Belgium (**Zone 1**) and you are selling a work to a collector in Singapore (**Zone 2**), the shipment will have an **International** cost in the seller's shopping cart.

**We recommend creating an average shipping cost in order to be competitive.**

For a quick estimate of the shipping costs, consult the guide below **SHIPPING COSTS – REFERENCE GUIDE.**<sup>1</sup>

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<sup>1</sup> The packaging costs will also be added in the final calculation

## SHIPPING COSTS: REFERENCE GUIDE

The shipping tariffs are calculated according to the real total weight or the volumetric total weight.

Carriers usually apply the higher of the two weights to calculate the tariff.

The volumetric total weight is usually calculated for shipping works of art except for works that require particularly heavy wooden crates such as, for example, Sculptures

Here is the calculation for establishing the volumetric total weight of the work:

$$\frac{\text{length (cm)} \times \text{width (cm)} \times \text{height (cm)}}{5000}$$

$$\text{E.g.: } \frac{100 \text{ cm} \times 100 \text{ cm} \times 10 \text{ cm}}{5000} = 20 \text{ Kg}$$

Here is the reference table of charges for Local and International shipments.<sup>2</sup>

LOCAL SHIPMENTS			
WEIGHT	AVERAGE Tariff	MINIMUM Tariff	MAXIMUM Tariff
from 1 to 5 kg	€ 35	€ 20	€ 50
from 6 to 10 kg	€ 45	€ 25	€ 60
from 11 to 15 kg	€ 50	€ 30	€ 70
from 16 to 20 kg	€ 65	€ 35	€ 90
from 21 to 25 Kg	€ 75	€ 40	€ 110
from 26 to 30 kg	€ 95	€ 50	€ 140
from 31 to 35 kg	€ 105	€ 60	€ 150
from 36 to 40 kg	€ 115	€ 70	€ 160

INTERNATIONAL SHIPMENTS			
WEIGHT	AVERAGE Tariff	MINIMUM Tariff	MAXIMUM Tariff
from 1 to 2 kg	€ 50	€ 30	€ 70
from 3 to 5 kg	€ 70	€ 40	€ 100
from 6 to 10 kg	€ 95	€ 50	€ 140
from 11 to 15 kg	€ 120	€ 60	€ 180
from 16 to 20 kg	€ 150	€ 70	€ 230
from 21 to 25 kg	€ 180	€ 80	€ 280
from 26 to 30 kg	€ 200	€ 90	€ 310
from 31 to 35 kg	€ 225	€ 110	€ 340
from 36 to 40 kg	€ 250	€ 130	€ 370

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<sup>2</sup> The table of charges provided represents a symbolic average cost obtained from a comparison of the various price lists of the main European carriers.

**Step 8** Now that you have entered all the parameters and costs, your work is ready for viewing and sale. The last thing to do is to tap *Publish online* and click on *Save edit*.

ARTIST PROFILE

SUBSCRIPTION

WORKS FOR SALE

PURCHASES

Click here to preview your space.

Add new work

3

Works left

Work details

☒ Publish online

Save edits

✕

Describe the work

**Your work is online! You're ready to insert the next one!**

ARTIST PROFILE

SUBSCRIPTION

WORKS FOR SALE

PURCHASES


Click here to preview your space.

Add new work

2

Works left

★ ME



Pilo Pili

United Kingdom

Untitled

cm 50x70

Photography

600 €

Edit

Delete