



PEI

PHOTO>Electronic Imaging

04 Media Kit



One of the world's leading publications dedicated exclusively to commercial digital imaging and photography, *PEI* delivers the latest advances in imaging technology, step-by-step downloadable tutorials, hardware and software reviews, insightful features, and outstanding images from today's most talented digital artists.



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"...PEI IS DEFINITELY THE BEST I'VE SEEN..."

— 2003 PEI READER SURVEY



"PEI has always been the digital imaging industry's standard for high quality information...I recommend it above all others. Don't even think about not subscribing."
— JP Caponigro

READERSHIP

Your Most Powerful Marketing Partner

Focused on Results

For more than 10 years, *PEI* (PHOTO>Electronic Imaging) has reigned as the publication of choice among serious digital imaging professionals.

PEI is the editorial voice that leads the digital industry. Intelligently written and universally respected, *PEI* serves key purchasers of digital technology. Each bi-monthly issue delivers your marketing message in an unsurpassed editorial environment:

- Significant unduplicated readership among professional imaging magazines.**
- An exceptionally active audience.
- Award-winning editorial.
- Value-added benefits.
- Special marketing opportunities.
- High-visibility conferences and trade shows.
- The backing, leverage, and power that only the Professional Photographers of America can provide.

Qualified Circulation*

- Total qualified circulation: 34,025
- Our circulation is scrupulously controlled and BPA audited, ensuring that your ad reaches only qualified subscribers.
- *PEI* is direct-requested by 99.2% of its subscribers. This ensures a receptive environment for your marketing message.

PEI lives and breathes on the cutting-edge. Our reputation for candid journalism makes us the must-have resource that digital photographers and imagers simply can't live without. Ensure the success of your marketing strategy with *PEI*, the definitive media buy in the digital imaging industry.

*June 2002 BPA International Circulation Statement

** *PEI* Reader Survey, August 2003

A woman with blonde, wavy hair is sitting on a bright yellow background. She is wearing a black bikini with white polka dots and a large, wide-brimmed hat with a black top and white bottom. She is smiling and looking towards the camera. Her legs are crossed, and she is wearing black high-heeled sandals. A pair of white sunglasses is on the ground to her right.

"I PREFER *PEI* OVER
ALL THE OTHERS."

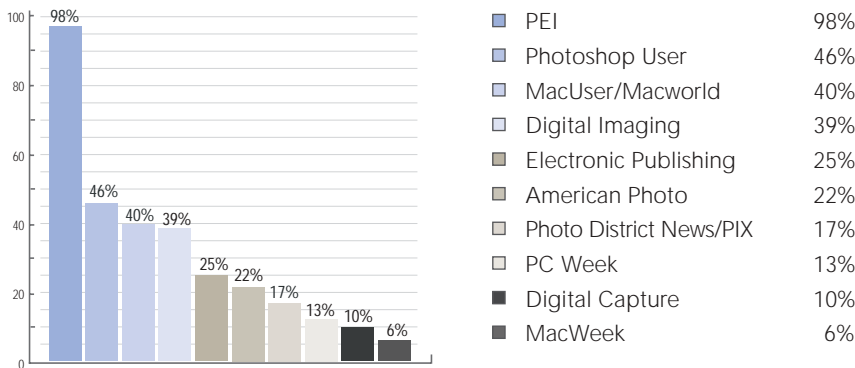
— 2003 *PEI* READER SURVEY

" PEI is the one magazine that I read from cover to cover... [It] seems every story is about something I need to know about to do my job."
 — 2003 PEI Reader Survey

Unduplicated Readership*

Our readers overwhelmingly receive PEI over the competition.

Which of the following publications do you read?



"I look to PEI for ideas, inspiration, and information and every single edition exceeds my expectations, revealing what the top professionals in digital imaging are working on and with. The quality of the writing, images, and editorial content provides me, a busy working professional, an essential tool to stay up to date and enthusiastic about the world of digital imaging. PEI is an indispensable tool for me -- one that I take the time to read from cover to cover."

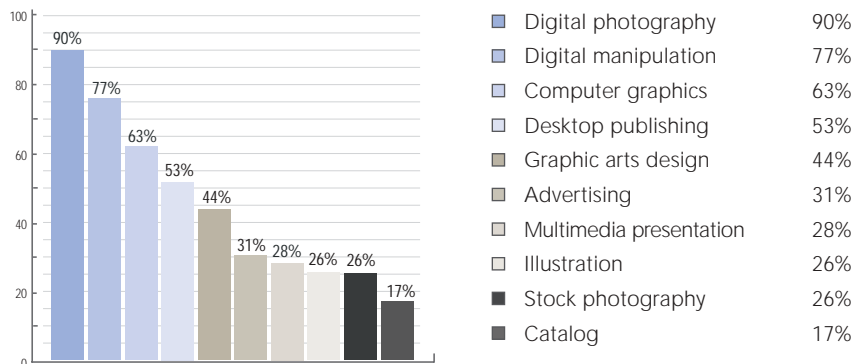
— Katrin Eismann

A Readership That's On Target*

PEI readers are electronic imaging and photography professionals who possess a burning desire to stay abreast of the latest imaging products, services, and techniques. Our subscribers reflect the job responsibilities, photographic activities, and industry involvement that are indicative of your best prospects.

Involved In Everything Digital

Which of the following services are a regular part of your professional activities?



"I can rely on PEI to give the scoop on all the leading edge technology and reliable evaluation of products"

— 2003 PEI Reader Survey

Loyal Reading Audience*

Our readers are motivated to master the products, services, and techniques they read about in *PEI*. This high level of interest translates into an attentive audience for your ad.

- 90% have read 3 out of the last 3 issues of *PEI*.
- When reading an issue of *PEI*, 83% typically read from "more than half" up to an "entire issue."
- 88% are "somewhat" or "very" interested in the advertisements that appear in *PEI*.
- With an average pass-along readership of 2 readers per copy, you can ensure your message will reach an audience of more than 68,000.

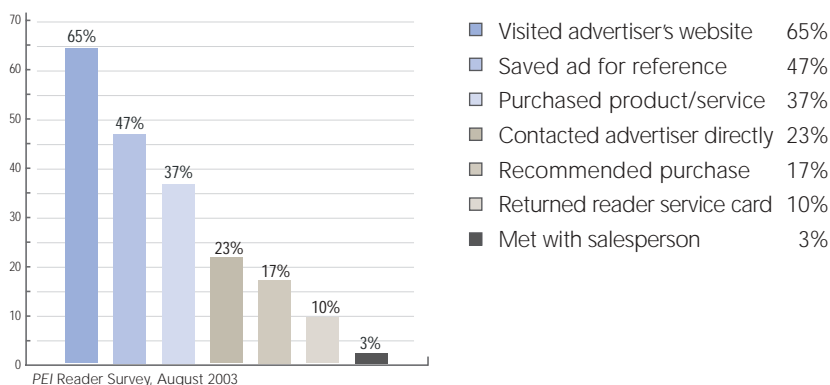
Imaging Professionals Love What They See in *PEI*

- 99% of readers rate the editorial content of *PEI* from "good" to "excellent."
- 100% of readers rate the graphic presentation of articles and photographs in *PEI* from "good" to "excellent."

Subscriber research proves that *PEI* is our readers' preferred source of product information, and is a highly effective call to action.

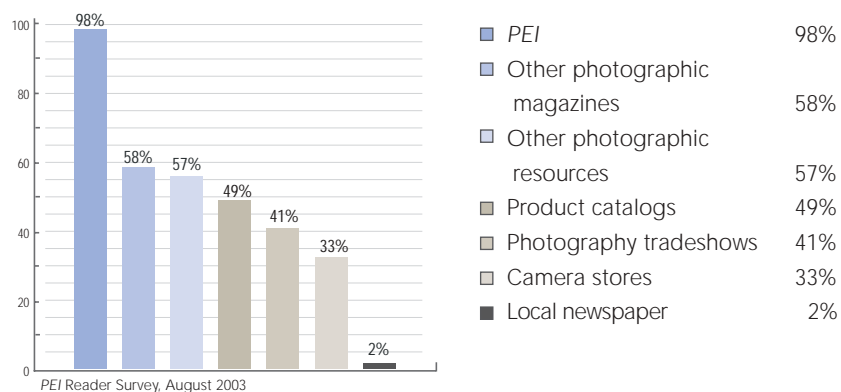
Subscribers Take Action After Seeing An Ad In *PEI*

Which of the following actions have you taken in the past 12 months as a result of seeing an advertisement in *PEI*?



The Preferred Source For Purchasing Decisions

Which sources do you consider when purchasing photography equipment?



"...[PEI] has been a refreshing resource and has given me so much insight into the business and has been an indispensable tool with an endless source of inspiration."

—Jim Jordan

Not Just Any People...The Right People

In the field of digital visual communications, it's crucial that your marketing message target imaging professionals with both the authority and the means to purchase your products and services. We deliver the right people.

Because we take your advertising investment seriously, *PEI*'s circulation is independently audited by BPA International — one of the largest and most respected third-party circulation auditing organizations in the publishing industry.

As an audited publication, *PEI* delivers your marketing message to the right audience with every issue — with the audit statements to prove it.

How Our Audited Circulation Benefits You:

- A BPA audit signifies that your ad in *PEI* will reach the quantity and type of subscribers that you have paid to reach.
- Advertisers can rest assured that *PEI*'s circulation figures are accurate.
- Business/Classification numbers on *PEI*'s circulation statement allow

advertisers to know the business/occupation of the subscribers receiving the magazine.

- Qualification Source and Date information on *PEI*'s circulation statement allow advertisers to know how many subscribers are actually requesting to receive the magazine and how long it has been since they made the request.

Insist on a qualified, audited circulation. Insist on *PEI*.



Research Proves It: Magazines Work

A recent multi-media involvement study showed that respondents trust and favor magazine advertising.

- Respondents trust and believe in advertising in magazines more than in other media.
- Respondents state that magazines are the medium that is most tailored to their interests and provides the most relevant information.
- Respondents don't find magazine advertising "annoying" compared to

advertising in or on other media.

- More respondents report that they purchase products as a direct result of magazine advertising than any other media measured.

Source: Media Choices 2000, Erdos & Morgan, as cited by Magazine Publishers of America.

Even in a weak economy, worldwide evidence proves that advertising is crucial for maintaining and increasing market share.

"It is clear that companies which maintain or increase their advertising investment during a recession gain substantially in market share and profit during recovery."

Source: Take A Fresh Look At Print, Second Edition, July 2002, International Federation of the Periodical Press.



"[PEI] HAS A QUALITY THAT STANDS ALONE
FROM THE OTHER INDUSTRY MAGAZINES..."

— 2003 PEI READER SURVEY



EDITORIAL

The Editorial Voice That Leads the Industry

As one of the world's leading publications dedicated exclusively to electronic imaging and photography, *PEI* inspires and educates digital artists, giving them the creative courage to break through the boundaries of visual expression.

Immediate, honest, insightful, and ruthlessly relevant, *PEI* fuses a fresh narrative voice with compelling imagery from today's most talented digital imagers. Never content to hover on the sidelines, each issue of *PEI* delves deep to reveal the specific products, techniques, and perspectives that professional photographers need to optimize their digital workflow.

The result is an editorial package that highlights your marketing message for a targeted and responsive audience.

Cover Stories

PEI cover stories address the people, products, trends, and advances in technology that are defining electronic imaging and photography. It's coverage that draws the attention of imaging professionals to our pages — and to your ad.

Pro Reports

Industry gurus sound off on the newest products making a buzz in the industry. This is where photographers turn when planning their next purchase of imaging equipment.

Artist Profiles

Industry movers-and-shakers and promising up-and-comers take center stage.

Tutorials

PEI tutorials come from the best professional digital photographers and imagers in the industry as well as lesser-known pros who've come up with innovative techniques to improve their images. Tutorials may be software-specific, explain new printing methods, lighting and shooting techniques, or any number of possibilities, with the goal always being to teach readers something new and useful. *PEI* tutorials are one of the most popular and requested features of the magazine.

Columns

Ask the Glitter Guru – Sage advice for the professional Photoshop fiend.
Deconstructing – Examining the technique and artistry of hard-to-achieve images.

A pear with a long, curved stem is the central focus, resting on a silver, ornate plate. The pear is lit from the side, creating a bright highlight on its left side and a dark shadow on its right. The background is a deep, warm red, with a soft, out-of-focus light source on the right side. The overall mood is elegant and sophisticated.

"THIS MAGAZINE IS ABSOLUTELY
THE BEST ONE OUT [THERE]."

— 2003 *PEI* READER SURVEY

"I am blown away by your information and tutorials of Photoshop image manipulation"
 — 2003 PEI Reader Survey

Awards & Accolades

PEI Wins Again

Once again the Magazine Association of the Southeast has recognized *PEI's* excellence in editorial content and art direction, honoring the magazine with a number of prestigious GAMMA Awards. Recognized for its smart journalism and aesthetic flair, *PEI* commands the attention of the digital imaging community, paving the way to unparalleled exposure for your marketing message.

Magazine Association of the Southeast GAMMA Award

General Excellence — 2003 Gold Award
 Best Single Issue — 2003 Gold Award
 Best Series — 2003 Gold Award
 Best Feature — 2002 Gold Award
 Best Photography — 2003 Gold Award
 General Excellence — 2002 Silver Award
 Best Single Cover — 2002 Silver Award
 Best Single Issue — 2002 Bronze Award

2004 Editorial Calendar

MONTH	PRODUCT SECTION	BONUS DISTRIBUTIONS	SPACE & MATERIAL
JANUARY / FEBRUARY	Printers/Inks Removable Media	PMA, NAPP <i>PEI</i> Live	December 3, 2003
MARCH / APRIL	Portable Hard Drives (Archiving) Data Recovery		February 1, 2004
MAY / JUNE	Ultra Hi-res Digital Cameras & Backs Lighting for Digital		April 1, 2004
JULY / AUGUST	Digital SLRs Lenses for Digital	Imaging USA 2004 NAPP	June 1, 2004
SEPTEMBER / OCTOBER	Color Management	PhotoPlus Expo Women in Photography Retreat	August 2, 2004
NOVEMBER / DECEMBER	Scanners Capture Software	Imaging USA 2005	October 3, 2004



"[PEI] SPIKES MY INTEREST TO
FURTHER INVESTIGATE PRODUCTS"

— 2003 PEI READER SURVEY

"THE ARTICLES [IN PEI] HAVE INFLUENCE
ON MY BUYING DECISIONS."

— 2003 PEI READER SURVEY



SPECIAL OPPORTUNITIES

Results-Infused Advertising

Advertorials & Customized Projects

Our solution-hungry readers are always looking for the next big thing. Make an impression with special advertising sections and customized print communications that are specifically designed to attract, engage, and inspire your best prospects. By partnering with *PEI*, your marketing message will be integrated with content that illustrates why your product or service is a must-have. Examples of *customized projects* include but are not limited to:

- Belly bands
- Brochure/literature inserts
- Polybag printing
- Single-sponsor supplements

Complimentary Subscription

Get on their good side: Present 300 of your clients or prospects with a complimentary subscription to *PEI*, courtesy of your company. *PEI* will supply customized subscription cards for you to distribute as you see fit. Your customers will thank you.

Cover Wrap Campaign

Claim your place front and center with a cover wrap campaign that delivers unabashed exposure. *PEI* will send 3,000 to 5,000 of your clients or prospects an issue featuring a tip-on cover promotion directing them to your ad inside and offering a chance at a complimentary subscription, courtesy of your company.

Double Exposure Ad

PEI offers its most loyal and discerning advertisers the opportunity to double their exposure: Contract advertisers who sign a 6x display ad schedule will receive a complimentary ad in an issue of their choice within their contract year. This exclusive benefit is reserved for first-tier advertisers.

PEI has enabled us to reach out to our specific target market in the professional photographic community. The support we receive from both the advertising and editorial staff has enabled us to form a solid business relationship resulting in additional exposure to our market. In addition, PEI's competitive rates have enabled Imacon to maximize the use of our marketing budget. In short, using PEI as part of our advertising strategy has proven to be of significant benefit to our bottom line." — Mark Duhaime, Director of Marketing, Imacon, Inc.

Special Opportunities

Ad Lamination Boards

Reinforce your *PEI* display advertising campaign with an ad lamination board for display at select trade shows.

Online Product Directory

Get real-time results and instant brand awareness with a link in the online product directory at www.peimag.com. The product categories that digital imagers crave are all here, channeling a steady flow of interested customers to your link and to your website.

Bonus Distribution

Multiply the impact of your ad with bonus distribution at key industry trade shows. Your marketing message will get in the hands of thousands of attendees at these industry events:

- *PEI* Live
- National Association of Photoshop Professionals
- Imaging USA
- PhotoPlus Expo
- PMA
- National Event Photographers Conference
- Combined Specialty Conferences: Marketing & Management, Seniors, Family and Children, Wedding
- Women in Photography Retreat

List Rental

Jump start your next direct marketing campaign with the *PEI* subscriber list and watch your response rate soar. An exclusive benefit for select contract advertisers. Contact the publisher for details.

Measurement Survey

Find out what your prospects really think about your ad without breaking the bank. Our annual reader survey gathers direct feedback from specific ads in a selected issue of *PEI*, allowing advertisers to get in readers' heads so they can create more effective ads.

Reprints

Spend more time making sales and less time worrying about marketing. *PEI* reprints make it easy for you to generate exposure and create awareness of your company. For more information on receiving reprints of your ads, news items, editorial coverage, or special announcements in *PEI*, contact RSI Copyright at 651.582.3851.

Research

Get to know your prospects better than they know themselves with a *PEI* reader research study tailored to your needs. Profile top customers, track specific purchase behaviors, identify your target audience, and increase your sales with ease.

Web Advertising

www.peimag.com
Electronic imagers are tech-savvy professionals who can't wait around for solutions to their digital needs. That's why your prospects rely on www.peimag.com to find the tools of the trade they need to get their hands on. *PEI*mag.com delivers an average of 34,150 page views each month. And now, *PEI* display advertisers can get their share of this targeted web traffic with exclusive online sponsorship opportunities. Sponsorship rates are based on average monthly page views. Up to two pages of advertisements and/or product or service information may be linked to the sponsor bar. Pages may also be linked to the advertiser's own site. Advertising standards and editorial policies of *PEI* magazine apply.

Rate:

3-month minimum.
Banner \$1,025/month
Button \$685/month

Ad File:

Banner size: 468 width x 60 height (pixels)
Button size: 120 width x 60 height (pixels)
Maximum file size: 15K

"...We have found PEI to be a unique advertising opportunity, allowing us to promote our innovations to an informed target audience. We have found our creative advancements to be very well-received by the PEI readers...

With the benefits of such a specific focus, thorough coverage, and an excellent, professional staff, PEI has successfully allowed us to reach the digital industry." — Natalina Nanni, Paul C. Buff, Inc. (White Lightning/AlienBees)

Direct Response Advertising

Spotlight Market

(Display Classified Advertising)

Got a product digital photographers can't do without? Get their attention affordably and ramp up your results with this monthly product showcase for direct-response advertisers.

- Frequency may not be combined with regular display advertising.
- Billed in 1/4" increments.

Ad Size:

The maximum ad size is 2-1/8" wide x 3-1/4" deep. Ads that are more than 3-1/4" deep will be reduced to 3-1/4", which will then alter the width of the ad to less than 2-1/8".

	1x	3x	6x	9x	12x
Per Inch	\$245	\$230	\$215	\$205	\$195
2c (standard red)	\$280	\$265	\$250	\$240	\$230
4c	\$345	\$330	\$315	\$305	\$295

Classified Advertising

Promote your digital imaging products, services, or employment opportunities with targeted and cost-effective classified advertising. For maximum exposure, each ad insertion runs in both the printed issue and on www.peimag.com.

- Rates are net and non-commissionable.
- First two words in bold face at no additional charge.
- All classified advertising must be paid in advance.
- Check or credit cards accepted.

Rates:

Per word (\$30 minimum): \$2

Additional bold face/
caps, per word: \$2.25

Confidential reply box
(optional), per insertion: \$10

Specs:

Ad copy must be sent by mail, fax, or e-mail. Copy and changes are not accepted by phone.

Closing Date:

20th day two months prior to issue date.

Submit Copy To:

PEI
Classified Advertising
Cati Teague
229 Peachtree St. NE, Suite 2200
Atlanta, GA 30303
404.522.8600, ext. 223
Fax: 404.614.6406

“ PEI is technically superior...”

— 2003 PEI Reader Survey

Imaging USA Show Guide

Imaging USA moves to January in 2005! Don't miss this chance to maximize your impact and take advantage of a special opportunity to double your exposure in our 2004 and 2005 Show Guides.

Imaging USA '04	Imaging USA '05
July 25-27	January 16-18
Las Vegas	New Orleans

Imaging USA Show Guide

Make an impact on Imaging USA attendees with the IUSA show guide. Position your ad in this sought-after publication, or for a more customized impact, place CDs, brochures, premiums, or other marketing materials in the show guide poly-bag. Either way, our show guide — and thus your marketing message — will reach every attendee and will be in big demand. The guide will include exhibitor listings, the exhibit hall floor plan, an in-depth conference schedule, and a handy product directory.

Cool² Awards 2004

Are Your Products the Best in the Biz? Prove It!

Love it...Gotta have it. That's how readers feel about the cutting-edge products they see in *PEI*. And each year, photographers, imagers, artists, and gearheads can view the best of the best when *PEI* features the annual Cool² Awards. *PEI* editors and a panel of industry gurus uncover the must-have products of the year based on quality, innovation, improvement, ease of use, and broadness of scope. Submit your entries online at www.peimag.com or mail to: *PEI*

Cool² Awards
229 Peachtree St. NE, Suite 2200
Atlanta, GA 30303

How You Benefit

Winners of the Cool² Awards will be featured in the January/February 2004 issue of *PEI*. Coverage of each winning product includes a full-color photograph, product description, MSRP, and the manufacturer's website URL. The showcase will also be archived in PDF format on PEImag.com. It's print and online exposure that will put your products on the wish list of digital imaging pros everywhere.

Award Categories

Capture (Digital Camera Backs, Digital Cameras, Scanners), Software, Output, Digital Color Printers, Printer Consumables, Workstations, Color Management, Storage, Education

Entry Deadlines

2004 Cool² Awards: October 11, 2004
2005 Cool² Awards: October 14, 2005

Professional Photographers of America

Back Your Message with a Powerful Partner

PEI is published by Professional Photographers of America (PPA) — the largest and most powerful photographic association in the world. As a flagship publication of this industry powerhouse, *PEI* offers its advertisers unprecedented exposure opportunities.

How PPA Can Enhance Your Marketing Efforts

Align your company with the PPA brand and get direct access to top digital imagers with advertising, sponsorship, and outreach programs that no other industry publication can match:

Build Awareness With Targeted Publications and Events

- Award-winning *PEI* and *Professional Photographer* magazines.
- Annual Imaging USA convention and trade show.
- 7 specialty education conferences with trade shows.

Communicate With Receptive Prospects

- More than 30,000 national and affiliate PPA members, including photographers in 65 countries and territories.*
- PPA Student Photographic Society

with a membership that reaches universities and photography schools nationwide.

- 25 PPA Affiliate Schools.

How PPA Earns The Trust Of Your Prospects

Our efforts protect photographers, their income, and their purchasing power. By forming a marketing partnership with *PEI* and PPA, your company is linking itself with two industry names that are relied upon by professional photographers worldwide

PPA Forges Member Loyalty With Invaluable Services

- Internationally recognized Merit, Degree and Certification programs.
- Photography-specific malpractice and legal protection.
- Insurance programs designed by photographers for photographers.
- Studio Management Services, a business consulting and accounting service specially designed for photographers.
- PPA is the only major photography entity fighting on Capitol Hill, through our Office of Copyright and Government Affairs, for copyright protection, health-care reform, and the needs of photographers.

PPA Brings Marketing Muscle To Your Message

PPA is your direct connection to the largest and most comprehensive groups of buyers in the industry, delivering millions of impressions each year. There's simply no better way to intensify the impact of your marketing message than with PPA.

Reach More Professional Photographers & Digital Imaging Pros*

- Nearly 1.5 million conference brochures, postcards, education and industry directories printed and distributed annually.
- 300,000 direct mail pieces sent to qualified photographers annually.
- 120,000 readers of *PEI* and *Professional Photographer* magazines, including pass-along readership.
- More than 1.6 million visitors to 4 industry-focused websites each year.
- 20,000 e-mails sent each month.

It's a competitive market out there. Get a strategic advantage: Contact PPA today for a targeted and customized marketing solution.

*Publisher's own data



"INFORMATIVE YET BEAUTIFULLY PRESENTED."

— 2003 PEI READER SURVEY

2004 DISPLAY AD RATES

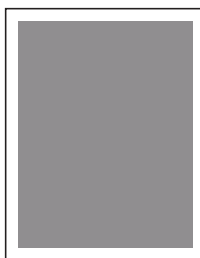
PEI Rate Card #41

	1x	6x	12x	24x
Full Page - B&W	\$4,995	\$4,745	\$4,495	\$4,245
2/3 Page - B&W	\$3,850	\$3,660	\$3,465	\$3,275
1/2 Island - B&W	\$3,550	\$3,375	\$3,195	\$3,020
1/2 Horiz or Vert - B&W	\$2,985	\$2,835	\$2,690	\$2,540
1/3 Sq or Vert - B&W	\$2,325	\$2,210	\$2,095	\$1,975
1/4 Page - B&W	\$1,835	\$1,745	\$1,650	\$1,560
1/6 Horiz or Vert - B&W	\$1,295	\$1,230	\$1,165	\$1,100
Cover Two - 4 COLOR	\$6,695	—	—	—
Cover Three - 4 COLOR	\$6,695	—	—	—
Cover Four - 4 COLOR	\$7,195	—	—	—

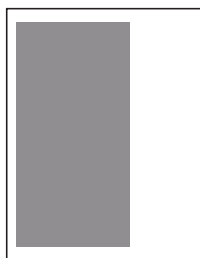
Color Rates: 2-Color \$495 • 4-Color \$995



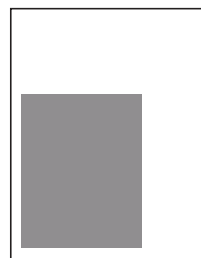
Full Page Bleed
8 3/4" x 11 1/8"



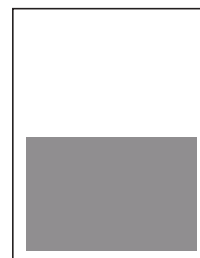
Full Page
7" x 10"



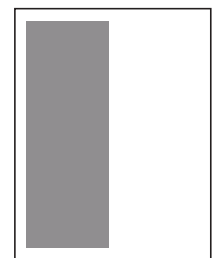
2/3 Page
4 9/16" x 10"



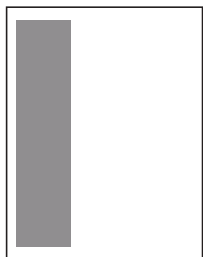
1/2 Island
4 9/16" x 7 3/8"



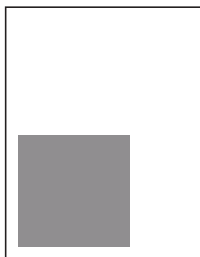
1/2 Page
7" x 4 7/8"



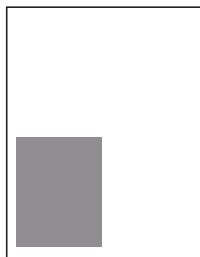
1/2 Page Vert.
3 3/8" x 10"



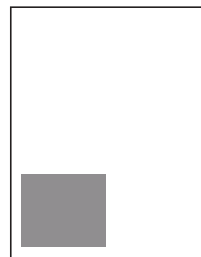
1/3 Page Vert.
2 1/8" x 10"



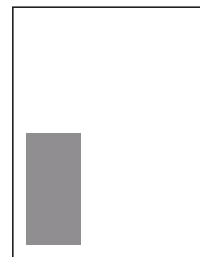
1/3 Page Sq.
4 9/16" x 4 7/8"



1/4 Page
3 3/8" x 4 7/8"



1/6 Page Horiz.
4 9/16" x 2 3/8"



1/6 Page Vert.
2 1/8" x 4 7/8"

"I usually throw out my copies of other magazines, but I save all PEI [issues] for future reference"
— 2003 PEI Reader Survey

Material Specifications

General Policy

Advertisers and advertising agencies assume liability for all content, including text, representation, and illustration of advertisements printed, and also for any claims originating therefrom made against the publisher. The publisher reserves the right to reject any advertising or to request changes. Any deliberate attempt to simulate the publication's format is not permitted, and the publisher reserves the right to place the word "advertisement" with copy which, in the publisher's opinion, resembles editorial matter. Publisher is not bound by conditions appearing on insertion orders or copy instructions not in accord with rate card.

Short Rates & Rebates

Advertisers will be short-rated if within a 12-month period from the date of the first insertion they do not use the amount of space on which billing was based. Advertisers will be rebated if within a 12-month period from the date of the first insertion they have earned a higher frequency than was originally billed.

Deadlines

Space and material must be received no later than the 1st of the month preceding issue date. Cancellations will not be accepted after the closing date and will not be considered executed unless acknowledged in writing by the publisher. All cancellations must be in writing. Contact Debbie Todd at 480.807.4391 for material deadline extensions or questions.

Publisher reserves the right to repeat previous advertisement until new advertisement or instructions are received, if material deadline has passed. Issue mails on the 15th of the month (i.e. January 15 for January/February issue).

Agency Commission

A 15% agency commission will be allowed on space, color, bleed, and position rates only if account is paid within 30 days of invoice receipt. Commission is not allowed on insert back-ups, trimming, production fees, or classified advertising. A charge of 1.5% per month or annual rate of 18% will be made on all accounts past due.

In the event of nonpayment by an advertising agency, advertiser will be held accountable for payment. Advertiser and advertising agency are jointly and severally liable for payment. PPA will not release any advertising agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc. No cash discounts.

Material Requirements

- Acceptable digital formats: QuarkXPress, Adobe Photoshop, Adobe Illustrator, Hi-res PDF files
- Acceptable file types: Images: TIFF or EPS; Fonts: PostScript Type I or II; Logos/artwork: EPS
- Acceptable media: CD-ROM or 100MB zip disks (no floppy disks or film will be accepted)
- Label media: Advertiser name, contact person, and insertion date must be on all media submitted.

Media will not be returned. All ad material will be kept on file for one year following first insertion date.

File Preparation

- Magazine is printed with a 133-line screen. All images must not exceed 300% maximum density.
- SWOP standards apply.
- All ad files must be supplied as CMYK — no RGB files will be accepted — this includes any images or 2-color, 3-color, and 4-color areas of the ad.
- Advertisement dimensions must be correct. (See ad dimension section for exact size for the ad you are placing.)
- All full page ads pages MUST be created to trim size, not bleed size. Images that are to bleed should be positioned 1/8" outside to trim edge. Trim size for *Professional Photographer* is 8-7/8" x 10-7/8". Keep all live matter (such as copy) 1/4" from trim.
- Picture boxes MUST have a fill of 0% White or Black.
- Files prepared in Quark need to have the images showing "OK" in Picture Usage dialog box. Any images showing "modified" must be updated.
- All images MUST be TIFF or EPS — NO JPEG or PICT files.
- Image resolution should be at least 300 ppi — no low-res (72 ppi) accepted.
- Be sure to convert PMS color in Quark or Illustrator to CMYK.

- All PRINTER and SCREEN fonts must be submitted, MAC format.
- Include all images with file.
- All trapping must be checked for correct knock-out and overprinting.
- A PROOF MUST BE SUBMITTED FOR ALL ADS.
- Same specifications apply to "Product Mall."

Extra Charges

A charge of \$25 will be added to the invoice if there is no B&W or color proof of the ad.

All shipping and printing costs are the responsibility of the advertiser. Samples of all inserts must be sent two months prior to issue date for approval to ensure it will meet production specs from the printer. If an insert or bound-in media is not provided by the ad material deadline and its design incurs additional postage or printing costs, those costs will be passed on to the client.

Submitting Files to the FTP:

You must contact Debbie Todd at 408.807.4391 before e-mailing or placing ad files on the FTP site. To send digital files via FTP, collect all page layouts, fonts, graphics, and compress them into one stuffed file.

Upload file to the following site:

HOST: 216.207.29.133

User Name: adftp

Password: upload

Submitting Files By Mail:

Debbie Todd

Production Manager

5431 E. Garnet Ave.

Mesa, AZ 85206

480.807.4391

Fax: 480.807.4509

E-mail: debjtodd@cox.net

Professional Photographer will not be responsible for the reproduction of your ad if the steps listed above have not been adhered to.



PHOTO > Electronic Imaging

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