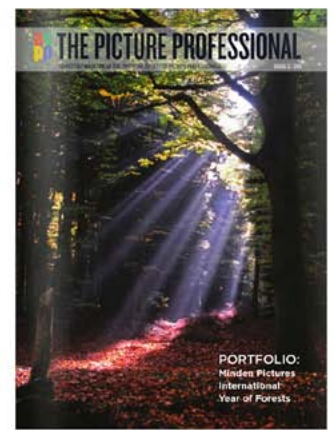


THE PICTURE

QUARTERLY MAGAZINE OF THE AMERICAN SOCIETY OF PICTURE PROFESSIONALS

PROFESSIONAL



2015 MEDIA KIT

THE ASPP AUDIENCE

THE PICTURE PROFESSIONAL is the quarterly digital and print magazine from the American Society of Picture Professionals. Distributed to educational programs, galleries, labs, equipment shops, art schools, ad agencies, stock image houses, publishing companies, and all places where image professionals gather, The Picture Professional has a combined circulation of 5,000+ and growing.

Bridging the gap between a contemporary art magazine and a resource for up-to-date industry news and tech reviews from all over the image world, **THE PICTURE PROFESSIONAL** seeks to showcase innovative photographers, illustrators, and designers—from the world-renowned fine art photography of Kirsty Mitchell, to the political superstar Chris Diltz—which gives your product advertisement stunning and visually appealing neighbors. We want to make a magazine with tight, relevant content and articles, but we also want to make it look good, so you look good, too.

The added benefit of advertising in a publica-

tion with a uniquely targeted readership? ASPP members are photographers, journalists, videographers, retouchers, art directors, buyers, researchers, and editors who actively license millions of images for a variety of publishers and media giants, including **National Geographic, Discovery, Time Warner, Scholastic, Smithsonian, Pearson, John Wiley, and Reader's Digest**, just to name a few. And ASPP's licensing and content distribution members represent nearly all major stock agencies, as well as historical and specialty libraries and collections.

Readers of our magazine are decision makers! The numbers speak for themselves.

- Editors, Buyers, Researchers = 65%
- Content Creators = 23%
- Agents, Reps, Sales, Marketing = 6%
- Other Industry Members = 6%

Print and digital quarterly insertions, new rates, full-color printing, and a targeted audience all add up to a fantastic opportunity for you to advertise with the ASPP in 2015.



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Advertise with us to reach

- retouchers
- writers
- agents
- multimedia
- designers
- web publishers
- digital experts
- photo editors
- researchers
- image buyers
- app developers
- consultants
- historians
- art buyers
- educators
- reps
- rights & asset managers
- students
- permissions desks
- marketers
- photographers
- illustrators
- librarians
- curators
- footage/motion makers
- metadata/keyworders
- bloggers
- writers
- content creators

PUBLICATION CALENDAR

Submission and publication dates

ISSUE	FORMAT	ARTWORK DEADLINE	PUBLICATION DATE
1 Spring	Print	February 20	end March
	Digital		mid-May
2 Summer	Print	May 20	end June
	Digital		mid-August
3 Fall	Print	August 20	end September
	Digital		mid-November
4 Winter	Print	November 20	end December
	Digital		mid-February

2015 AD RATES

Advertisers receive a **10% discount** when purchasing ad space in all four issues at once. On request and subject to availability, we also offer double-page spreads and advertorials.

PLACEMENT	SINGLE ISSUE	4-ISSUE DISCOUNT
Back cover	1,735	1,562
Inside covers	1,315	1,184
Full page	845	1,761
Half page	527	474
Quarter page	263	237
Eighth page	132	121

FILE SPECIFICATIONS

Upload **CMYK** (US Sheetfed Coated V2) art as PDF, EPS, TIF or JPEG set to specified dimensions, **300dpi**.

For all ads that **BLEED**, allow an additional .125" on all four sides.

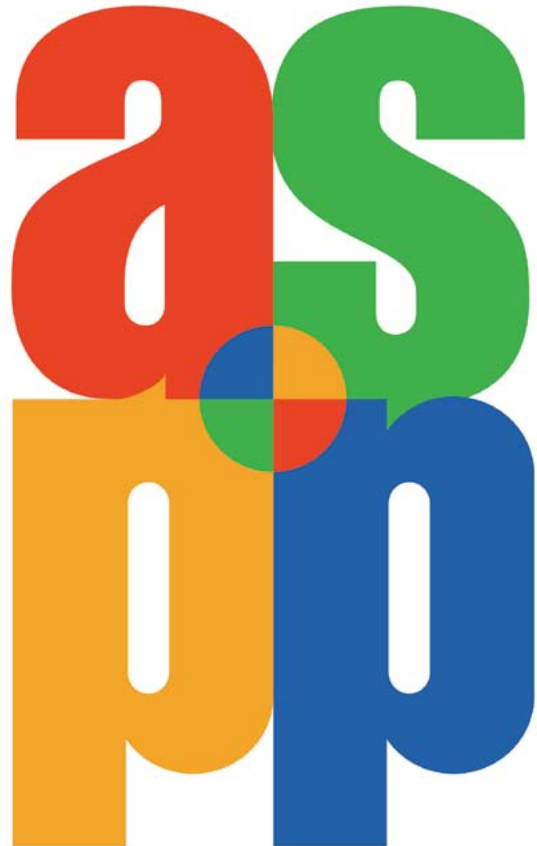
All **FONTS** must be embedded in PDFs and **HIGH RESOLUTION** CMYK images must be included. Color Profile: US Sheetfed Coated, V2.

TWO PAGE SPREADS and **ADVERTORIALS** are available.

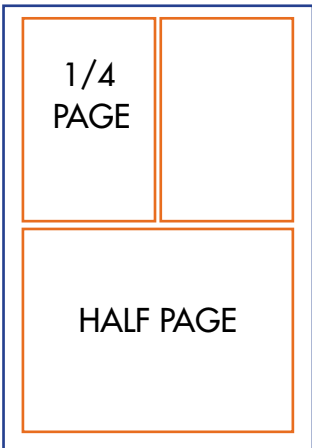
With advance notice, **TEAR SHEETS** are available in quantities of 100, 250, 500 and above.

ADVERTISING CONTACT:

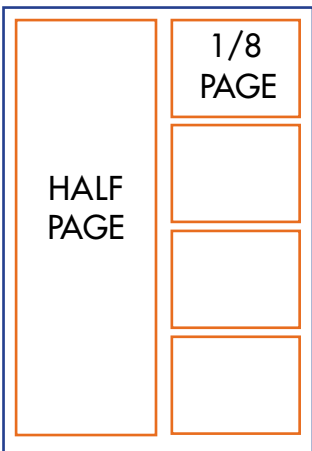
Please email director@aspp.com or call +1 .516.500.3686 for additional information.



Full pg: 7.35" x 10.125"
w/ white border all 4 sides.



1/4 pg: 3.5" x 4.825"
1/2 pg horiz: 7.125" x 4.825"



1/2 pg vertical: 3.5" x 10.25"
1/8 pg: 3.5" x 2.375"



COVERS: 8.125" x 10.875"
BLEEDS add .125" all sides
Trim size: 8.125" x 10.875"