

# THE PHOTOGRAPHER Magazine

1506 E. Leach St. Kilgore, TX 75662  
 www.ThePhotographerOnline.com  
 Editor@ThePhotographerOnline.com  
 903-985-1080  
 (VM, Leave Message)

## Printed Circulation

- Apx. 3,000 Copies Per Issue
- Published Every Other Month
- 6 Issues Per Year
- All Color Publication
- 44 to 52 Pages Per Issue
- Regional Circulation for 6 States
- Mailed to all PPA members in Texas
- Nationally Available to Other Associations

### PLUS ONLINE VERSION!

#### \*IMPORTANT - ABOUT DEADLINES

Deadlines posted are for ad that we already know are coming and for which we already have space set aside. If you are a new customer and wait until the deadline to decide to run an ad, there will be no space available. We finalize our layout long before the deadline.

#### \*Bi-Monthly Deadlines:

Jan 1..... Feb/Mar issue  
 Mar 1..... Apr/May issue  
 May 1..... June/July issue  
 July 1..... Aug/Sept issue  
 Sept 1..... Oct/Nov issue  
 Nov 1..... Dec/Jan issue

## Magazine Advertising Rates

\*(Your Magazine Ad Includes FREE Website Ad & FREE Access to TPPA Marketplace)\*  
 Website Tracking Data Available to All Magazine Advertisers

Magazine Inside Pages:	6X rate (per issue)	one time rate	Web Ad Only (no magazine ad)	
1/4 Page.....plus FREE Web Ad	\$289 per issue	\$369 per issue	\$419 (2 months)	\$2,514 (1 yr.)
1/2 Page.....plus FREE Web Ad	\$379 per issue	\$479 per issue	\$419 (2 months)	\$2,514 (1 yr.)
Full Page.....plus FREE Web Ad	\$569 per issue	\$649 per issue	\$419 (2 months)	\$2,514 (1 yr.)
DbI Spread....plus FREE Web Ad	\$839 per issue	\$969 per issue	\$419 (2 months)	\$2,514 (1 yr.)

YOUR BEST VALUE

Inside/Outside Covers:	6X rate (per issue)	one time rate	Web Ad Only (no magazine ad)	
Inside Front...plus FREE Web Ad	\$799 per issue	N/A	\$419 (2 months)	\$2,514 (1 yr.)
Inside Back...plus FREE Web Ad	\$689 per issue	N/A	\$419 (2 months)	\$2,514 (1 yr.)
Back Cover....plus FREE Web Ad	\$1,499 per issue	N/A	\$419 (2 months)	\$2,514 (1 yr.)

Magazine Dust Cover:	6X rate (per issue)	one time rate	Web Ad Only (no magazine ad)	
Back/Outside...plus FREE Web Ad	\$219 per issue	N/A	\$419 (2 months)	\$2,514 (1 yr.)

#### Additional Special Website Advertising: **\*\* (ONLY available to Magazine Advertisers!) \*\***

	For 6 months (payable in advance)	For 1 year (payable in advance)
Top Banner (Cover Pg)*.....	\$469 (can change ad monthly)	\$859 (can change ad monthly)
Tech Zone Listing*.....	\$299 (can change item monthly)	\$499 (can change item monthly)
TPPA "Market Place"*.....	FREE (with any magazine ad)	FREE (with any magazine ad)

\*NOTE: You may change Banner Ad, Tech Zone, and Market Place listing monthly.

### AD DIMENSIONS

1/8 Page Horizontal..... 3.7 wide x 2.5 high  
 1/4 Page Vertical..... 3.7 wide x 4.75 high  
 1/2 Page Horizontal..... 7.5 wide x 4.75 high  
 1/2 Page Vertical "Bleed"..... 4.25 wide x 11.25 high  
 Full Page (\*Full Bleed)..... 8.75 wide x 11.25 high  
 Two Page Spread (\*Full Bleed)...11.25 high x 17.25 wide  
 Hi-Resolution PDF or 300dpi JPEG

### - CURRENT SPECIAL -

15% Discount Double-Page Spread - Get twice the ad space as a full-page for only \$144 more than the price of one full-page ad! Ad and payment must be received at least 30 days prior to publication deadline.

NOTE: Specials subject to cancellation or change without notice.

Keep top portion of this page for your records. Mail portion below to editor.

## INSERTION ORDER

Online at: [www.ThePhotographerOnline.com/online-ad-insertion-order/](http://www.ThePhotographerOnline.com/online-ad-insertion-order/)

Company: \_\_\_\_\_

Your Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City/St/Zip \_\_\_\_\_

Telephone: \_\_\_\_\_

email address: \_\_\_\_\_

(will send you a reminder prior to deadline)

If pay by Credit Card:  VISA  AMEXP  MASTERCARD

Card #: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Exp: \_\_\_\_\_

Mail to: THE PHOTOGRAPHER  
 1506 E. Leach St.  
 Kilgore, Texas 75662

NOTE: "First Time" ads must be received at least 30 days prior to deadline.

- Ad Size:  1/4 Page Vertical (Color)  
 1/3 Page Horizontal (Color)  
 1/2 Page Horizontal (Color)  
 1/2 Page Vertical (Color)  
 Full Page (Color) "Full Bleed"  
 Two Page Spread (Color) "Full Bleed"

Special  Cover Banner:  6 months  1 year

Web Ads:  Tech Zone:  6 months  1 year

Rate:  (1 Time Rate) One Issue Only  
 (6 Time Rate) Six Consecutive Issues

Bill Me:  After Each Issue  
 Paying in Advance (5% Off) for 6 issues  
 Paying by Credit Card

**DELINQUENT ACCOUNTS AND AD CANCELLATION POLICY:** Ads cancelled prior to the final scheduled issue will be re-billed at the "one time rate" (1X rate). That rate will be applied to all ads published to that point under the present insertion order. For example: If the insertion order is for a 1/4 page ad, at the six issue rate of \$289 per issue, but is cancelled after the fourth publication, all four ads will be re-billed at the "one time rate" of \$369 per issue, plus any and all late charges. Accounts delinquent after 90 days will not be permitted access to TPPA Trade Shows at TPPA functions until balance, plus late fee, is paid in full. All "one time" ads must be paid in advance, no discount. Thank you.