

THE PHOTOGRAPHER Magazine

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

Printed Circulation

- Apx. 3,000 Printed Copies Per Issue
- Published Every Other Month
- 6 Issues Per Year
- All Color Publication
- 36 to 52 Pages Per Issue
- Regional Circulation for 6 States
- Mailed to all PPA members in Texas
- Co-op Capability (ask us)

PLUS DIGITAL 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:

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

Magazine Advertising Rates

(Your Magazine Ad Includes **FREE Digital Banner on Website & Vendors Row**)

BONUS: PDF version on website includes hyperlinks for ads!

Inside Section:	6X rate (per issue)	one time rate	"Pick 3 Special" (see "Current Special" below)
1/4 Page.....	\$299 per issue	\$369 per issue	\$329 per issue Includes FREE Digital Banner <i>Plus</i> Vendors Row
1/2 Page.....	\$399 per issue	\$489 per issue	\$439 per issue Includes FREE Digital Banner <i>Plus</i> Vendors Row
Full Page.....	\$599 per issue	\$659 per issue	\$629 per issue Includes FREE Digital Banner <i>Plus</i> Vendors Row
Dbl Spread....	\$899 per issue	\$989 per issue	\$959 per issue Includes FREE Digital Banner <i>Plus</i> Vendors Row

YOUR BEST VALUE

Magazine Covers:	6X rate (per issue)	one time rate	
Inside Front...	\$799 per issue	N/A	Includes FREE Digital Banner (reg. \$1,699 per year) <i>Plus</i> Vendors Row
Inside Back...	\$689 per issue	N/A	Includes FREE Digital Banner (reg. \$1,699 per year) <i>Plus</i> Vendors Row
Back Cover...	\$1,499 per issue	N/A	Includes FREE Digital Banner (reg. \$1,699 per year) <i>Plus</i> Vendors Row
*Dust Cover...	\$199 per issue	\$299 per issue	Includes FREE Digital Banner (reg. \$299 per issue) <i>Plus</i> Vendors Row

Digital Advertising Only

(Without Magazine Advertising)

Digital Banner on Website.....	\$299 per issue	-or-	\$1,699 per year (paid advance)
Top Header Banner on Home Page.....	\$399 per issue	-or-	\$1,899 per year (paid advance)
Vendors Row (bi-monthly email blast)...	\$199 per issue	-or-	\$999 per year (paid advance)

*NOTE: Dust Cover is the mailing cover for the magazine itself. Ad placement is on outside below address portion.

AD DIMENSIONS

1/4 Page Vertical.....	3.5 wide x 4.75 high
1/2 Page Horizontal.....	7.5 wide x 4.75 high
1/2 Page Vertical	3.5 wide x 10 high
Full Page (Full Bleed).....	8.75 wide x 11.25 high
Two Page Spread (Full Bleed)...	17.25 wide x 11.25 high
Dust Cover.....	7.5 wide x 6.5 high

Hi-Resolution PDF or 300dpi JPEG

- CURRENT SPECIAL -

"Pick Any 3" - Pick the 3 issues you want to be in during the year (any size ad) and pay for all three in advance at the 6X rate.

NOTE: Offer Expires 3-31-2021.

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/

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



NOTE: Includes digital banner & "Vendors Row" - FREE

- Digital Ads: Digital Banner ONLY (no magazine ad)
 Vendors Row ONLY (no magazine ad)

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

- Bill Me: After Each Issue for Magazine Ad
 For One Year for Digital Ad (no magazine ad)
 Paying in Advance (5% Off) for 6 issues
 Paying by Credit Card
 Paying with PayPal

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.

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 \$299 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.