

# EXPOSURE

**COST-EFFECTIVE  
MARKETING SOLUTIONS  
FOR INCREASED EXPOSURE**

**WORKBOOK 2011 ILLUSTRATION**

**PRINT  
ONLINE  
DIRECT MAIL  
BRANDING  
SOCIAL MEDIA  
MOBILE APPS**

**TWO BOOKS FOR THE PRICE OF ONE  
SHOW NEW WORK TWICE A YEAR**

**BOOK 1 DISTRIBUTED FEBRUARY 2011  
BOOK 2 DISTRIBUTED SEPTEMBER 2011**

**A WORKBOOK PORTFOLIO ONLINE  
INCLUDING NEW ANIMATION GALLERY**

**NEW BLOG TOPICS  
STAY CURRENT AND CONNECTED**

**ADVERTISING IN WORKBOOK IS SUBJECT TO REVIEW.**

# PRINT ILLUSTRATION 2011

Trim size: 7" wide x 9" high  
Live area for single pages: 7" wide x 9" high  
Live area for spread: 14" wide x 9" high

Workbook is not divided by specialty or region.

## AN ONLINE PORTFOLIO

INCLUDED with the purchase of a single page.  
Ask your sales representative for more information.

## DISTRIBUTION: 30,000

15,000 distributed February 2011  
15,000 distributed September 2011

## ARTWORK DEADLINES

**Book 1:** July 9, 2010  
**Book 2:** March 4, 2011

## PRODUCTION SPECS

Workbook is printed on a 4-color press on 80 lb demi-matte stock with a 16 pt. cover. All PMS colors are made from a percentage of the 4-color process. Upon receipt of contract, a production PDF will be emailed to you. The production PDF is also available online at [workbook.com](http://workbook.com).

Production charges from a high-resolution file are included in the ad cost.

## DESIGN AND PRODUCTION SERVICES

Design and production services are available from Workbook Creative.  
Ask your sales representative for more information.

## REPRINTS ARE AVAILABLE UPON REQUEST.

## RATES

| 4/Color Price per Page |              | B/W Price per Page |              |
|------------------------|--------------|--------------------|--------------|
| 1 page per book        | \$3,375      | 1 page per book    | \$2,500      |
| 2 pages per book       | \$3,285 each | 2 pages per book   | \$2,410 each |
| 3 pages per book       | \$3,195 each | 3 pages per book   | \$2,320 each |
| 4 pages per book       | \$3,105 each | 4 pages per book   | \$2,230 each |
| 5 pages per book       | \$3,015 each |                    |              |
| 6 pages per book       | \$2,925 each |                    |              |
| 7 pages per book       | \$2,835 each |                    |              |
| 8 pages per book       | \$2,745 each |                    |              |
| 9 pages per book       | \$2,655 each |                    |              |
| 10 pages per book      | \$2,565 each |                    |              |

## TO RESERVE SPACE, CALL YOUR SALES REPRESENTATIVE.

Additional multiple page discounts are available for artist representatives.  
Please ask your sales representative for more information.

## PAYMENT PLANS

There are four payment plans to choose from:

- PLAN B** Requires a 25% deposit with contract. The balance is due in three equal payments: July 10, August 10, and September 10, 2010. You will be billed at the beginning of each month.
- PLAN C** Requires a 10% deposit with contract. There is no additional interest, but in order to qualify for this plan you must provide a credit card. The balance is due in nine equal payments beginning July 10, 2010 with the last payment due March 10, 2011. You will be billed at the beginning of each month. If payment is not received by the 26th of the month, Workbook is authorized to charge your credit card.
- PLAN D** Requires a 25% deposit with contract. A 10% space discount is available to those who send the balance of their payment to the Workbook office postmarked by June 11, 2010. No invoice will be sent. There are no exceptions.
- PLAN E** A 5% space discount is available for full payment with contract.

# ONLINE PORTFOLIO

**WITH OVER 850,000 PORTFOLIOS VIEWED BY 170,000 VISITORS YEARLY, WORKBOOK PORTFOLIO OFFERS THE UNIQUE OPPORTUNITY FOR YOUR WORK TO BE SEEN BY A GROWING U.S. AND INTERNATIONAL AUDIENCE.**

## FEATURES INCLUDE

Five searchable 30-image Category/Style Galleries and  
Two searchable 30-image Medium Galleries  
One Custom Gallery and a 500-image storage Library  
A total of 240 LIVE IMAGES

Create and email custom portfolios from your image storage Library.  
Access comprehensive individual and site statistics.  
Upload multiple images and use the advanced editing tools.  
Choose “hero” images for your Portfolio and Galleries.

Participation in Workbook Portfolios is subject to review.  
To submit your work, please email a link to your current website or send  
at least 10 images to [portfolios@workbook.com](mailto:portfolios@workbook.com)

## RATES

Contracts are for one year from date the Portfolio goes live.

\$800 on an extended payment plan  
\$720 for payment in full with signed contract

Second and subsequent years receive a 10% discount.

## PAYMENT PLANS

**THERE ARE THREE PAYMENT PLANS TO CHOOSE FROM**

- PLAN 1** Full payment with contract. This includes a 10% discount.
- PLAN 2** 25% deposit with contract. The balance is due in three equal payment beginning 30 days from receipt of contract.
- PLAN 3** 10% deposit with contract. The balance is due in nine equal payments beginning 30 days from receipt of contract. In order to qualify for this plan, you must include your credit card number and expiration date. You will be billed at the beginning of each month with payment due on the 10th. If payment is not received by the 26th of the month, Workbook is authorized to charge your credit card.

# DIRECT MAIL

**POSTCARDS**

**STANDARD SIZE BOOKLETS**

**CUSTOM PRINTING**

**REPRINTS**

# BRANDING

**WEBSITE REVIEWS**

**IMAGE CONSULTING**

**INDUSTRY REFERRALS**

**DIRECTORY ASSISTANCE**



Contact your sales representative for more information.

**East/South:** Bob Pastore 800.322.3470 [bob.pastore@workbook.com](mailto:bob.pastore@workbook.com)

**Midwest:** Linda Levy 800.752.0285 [linda.levy@workbook.com](mailto:linda.levy@workbook.com)

**West:** Suzanne Semnacher 800.547.2688 [suzanne.semnacher@workbook.com](mailto:suzanne.semnacher@workbook.com)