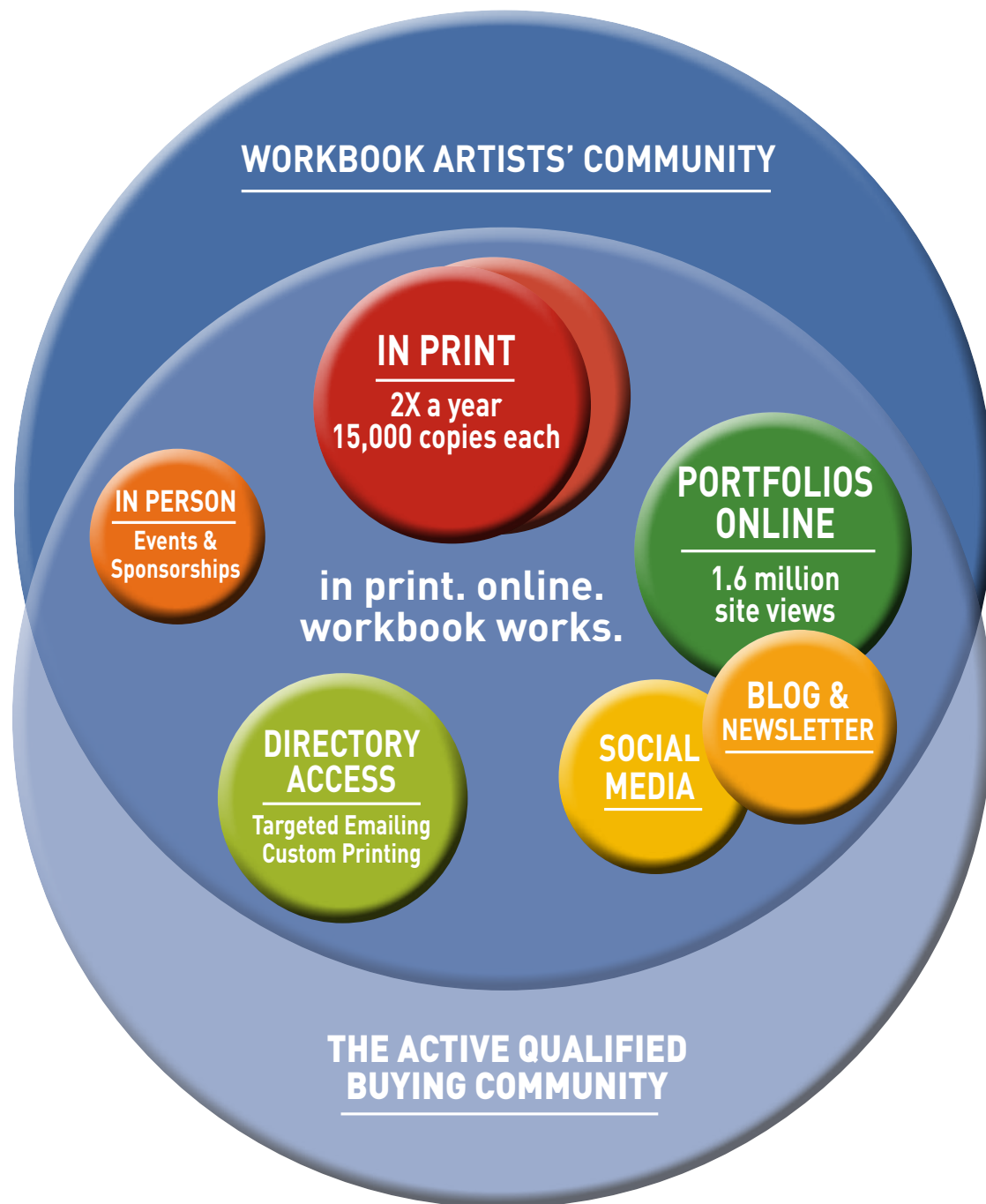




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in print. online. workbook works.

WORKBOOK



PUT WORKBOOK TO WORK IN 2012.

Workbook consistently offers its clients the most integrated, comprehensive and cost-effective means for communicating with creatives. In fact, our recent survey revealed that 84% of art directors questioned named Workbook as the source they turn to first and Alexa.com confirms Workbook as the leader among our competitors on the web.

REACH OUT TO BUYERS IN PRINT.

Workbook now offers you two opportunities a year to promote your work in print, giving you the added promotional boost that drives buyers to your Workbook Portfolio Online and your personal website.

Distribution: 15,000 qualified buyers | SPRING and FALL 2012

CONNECT WITH BUYERS WHEN THEY ARE READY TO HIRE.

Workbook Portfolio Online includes features such as in-depth stat reporting, an easy drag and drop interface and seven searchable galleries, ensuring you'll be seen when art directors are ready to hire.

Art directors can search the most recent edition of Workbook online.

Our new iPhone app gives buyers the ability to search for you by name and specialty.

Workbook has met art directors' growing need for animation projects by making your searchable Portfolio galleries motion-enabled.

SOCIALIZE WITH WORKBOOK.

Connect with art directors in person at one of our promotional events and submit your latest news to our Blog, Facebook and Twitter accounts. Participate in our monthly newsletter and targeted eblasts. Workbook works hard to help you communicate in every venue.

BUILD AND MAINTAIN YOUR OWN PERSONALIZED CONTACT LISTS.

As an advertiser, you have access to the Workbook Directory, giving you the capability to communicate with qualified creative buyers in unlimited ways, both in print and online.

WORKBOOK'S INTEGRATED MARKETING APPROACH GIVES YOU THE TOOLS AND SUPPORT YOU NEED TO INTERACT WITH BUYERS.

PRINT ILLUSTRATION 2012

Trim size: 7" wide x 9" high

DISTRIBUTION

15,000 distributed February 2012 | 15,000 distributed September 2012

ARTWORK DEADLINES

Book 1: June 17, 2011

Book 2: March 2, 2012

PRINT PRODUCTION SPECS

A production PDF will be emailed to you upon receipt of contract.

The production PDF is also available online at workbook.com.

PORTFOLIO ONLINE

WITH OVER 700,000 PORTFOLIO VIEWS BY 140,000 VISITORS YEARLY, WORKBOOK PORTFOLIO OFFERS A UNIQUE OPPORTUNITY FOR YOUR WORK TO BE SEEN BY A GROWING U.S. AND INTERNATIONAL AUDIENCE.

MAIN FEATURES

- | Five searchable 30-image category/style galleries
 - | Two searchable 30-image medium galleries
 - | One custom gallery | One animation gallery
- | 500-image storage library

ADDITIONAL FEATURES AND TOOLS

- | Create and email custom portfolios from your image storage library.
 - | Access comprehensive individual and site statistics.
 - | Batch upload multiple images and animation files.
 - | Custom crop thumbnails for best visual impact.
- | Workbook will manage your portfolio on a yearly basis for \$150. Service includes: uploading 250 images, gallery creation, and once-a-month updates.
- | Additional searchable galleries may be purchased for \$50 annually. Additional custom galleries at no charge.
 - | Annual portfolio cost is \$800.

RATES AND DATES

FIRST CLOSING: APRIL 29, 2011

FINAL CLOSING: MAY 20, 2011

4/Color Price per page

1 page per book	\$2,950
2 pages per book	\$2,850 each
3 pages per book	\$2,750 each
4 pages per book	\$2,750 each
5 pages per book	\$2,650 each
6 pages per book	\$2,650 each
7 pages per book	\$2,650 each
8 pages per book	\$2,550 each
9 pages per book	\$2,550 each
10 pages per book	\$2,550 each

B/W Price per page

1 page per book	\$2,500
2 pages per book	\$2,410 each
3 pages per book	\$2,320 each
4 pages per book	\$2,230 each

All full-page advertisers receive a standard Directory subscription and a Portfolio Online for one year included in the page rate.

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

PAYMENT PLANS

PLAN A Requires twelve equal automatic credit card payments beginning with the deposit and contract submission and on the 10th of each month thereafter. Workbook will continue billing year-to-year unless requested otherwise. This plan locks in your price permanently unless Workbook lowers prices in the future. You will be notified of subsequent-year artwork deadlines in advance.

PLAN B Requires a 25% deposit with contract. The balance is due in three equal payments: July 10, August 10 and September 10, 2011. You will be billed at the beginning of each month.

PLAN C Requires a 10% deposit with contract. The balance is due in nine equal automatic credit card payments beginning July 10, 2011, with the last payment due March 10, 2012.

PLAN D Requires a 25% deposit with contract. A 10% cash discount is available to those who send the balance of their payment and their artwork to the Workbook office by **June 17, 2011**.

PLAN E A 5% cash discount is available for full payment with contract received after June 17, 2011.

SOCIAL MEDIA

- | Twitter and Facebook help Workbook keep the creative community up-to-date on news and events.
- | Workbook Blog gives you additional unique opportunities to focus on your latest projects and personal work.
- | Workbook News, our monthly newsletter, highlights the best of the Workbook Blog, promotes the latest Portfolio additions and focuses on aspects of Workbook.com in new and creative ways.
- | Workbook gains valuable insight on creative buying trends with periodic online polling and questionnaires.

DIRECTORY

When you advertise with Workbook, you not only gain access to buyers' contact information, but you also get the tools necessary to help you market your work to the right people. Potential clients are fully vetted, to make sure you aren't wasting your time or your money.

OVER 50,000 CONTACTS IN ALL

Active qualified buyers including:

- Ad Agencies | Design Studios | Editors & Publishers
- Corporate In-House | Marketing & Promotion
- Multimedia Design | Freelance Art Buyers

POWERFUL SEARCH TOOLS

- Company or Contact Name | Category | City, State, or Region
- Client | Job Title | Billings | Roster Size
- Hiring Habits | Business Sector | Specialty

BUILD TARGETED LISTS

- Build lists from search results | Get real-time updates
- Save, name and edit working lists | Manage all your data online
- Unlimited downloads of data | Print mailing labels
- Create lists for email marketing

- | Individual pricing starts at \$695 annually and is included in the price of a page.



Nothing kills a great idea faster than a bad execution. At Citrus, we supply the concept – Workbook supplies the talent that helps us bring it to life.

Kevin Archer, Executive Creative Director
Citrus

When I was an art student in South Africa, the Workbook was my inspiration. Now that I am an art director working in Los Angeles, I rely on Workbook as a source for the best talent available.

Magrikie Berg, Senior Art Director
Faction Creative, Art Machine and TrailerPark

I have worked with Workbook for over 20 years now and obviously would not continue if I didn't find the association extremely productive. The bottom line is, they produce, and they produce with consistency. I have developed strong contacts with my advertising sales rep Bob Pastore and the Workbook support staff. I have found Workbook to be proactive and always on the forefront of technology that best serves its clients. In summation, I am very satisfied and have recommended Workbook to many of my colleagues.

Richard Solomon, Artists' Representative

After years of relying on direct mail for advertising I decided to give Workbook a try. In my very first year the return on my investment was more than ten fold. I'll definitely continue to advertise with Workbook in the future. Thanks, Workbook.

Richard Thompson, Illustrator

I've advertised in Workbook for many years. I have strayed to other books that made great offers, but I always come back to Workbook. Whenever I get an assignment call, I ask how they found me; the answer is always Workbook! I depend on Workbook to keep me out there and pulling in assignments.

Mark Stutzman, Illustrator

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illustration by Beppe Giacobbe