

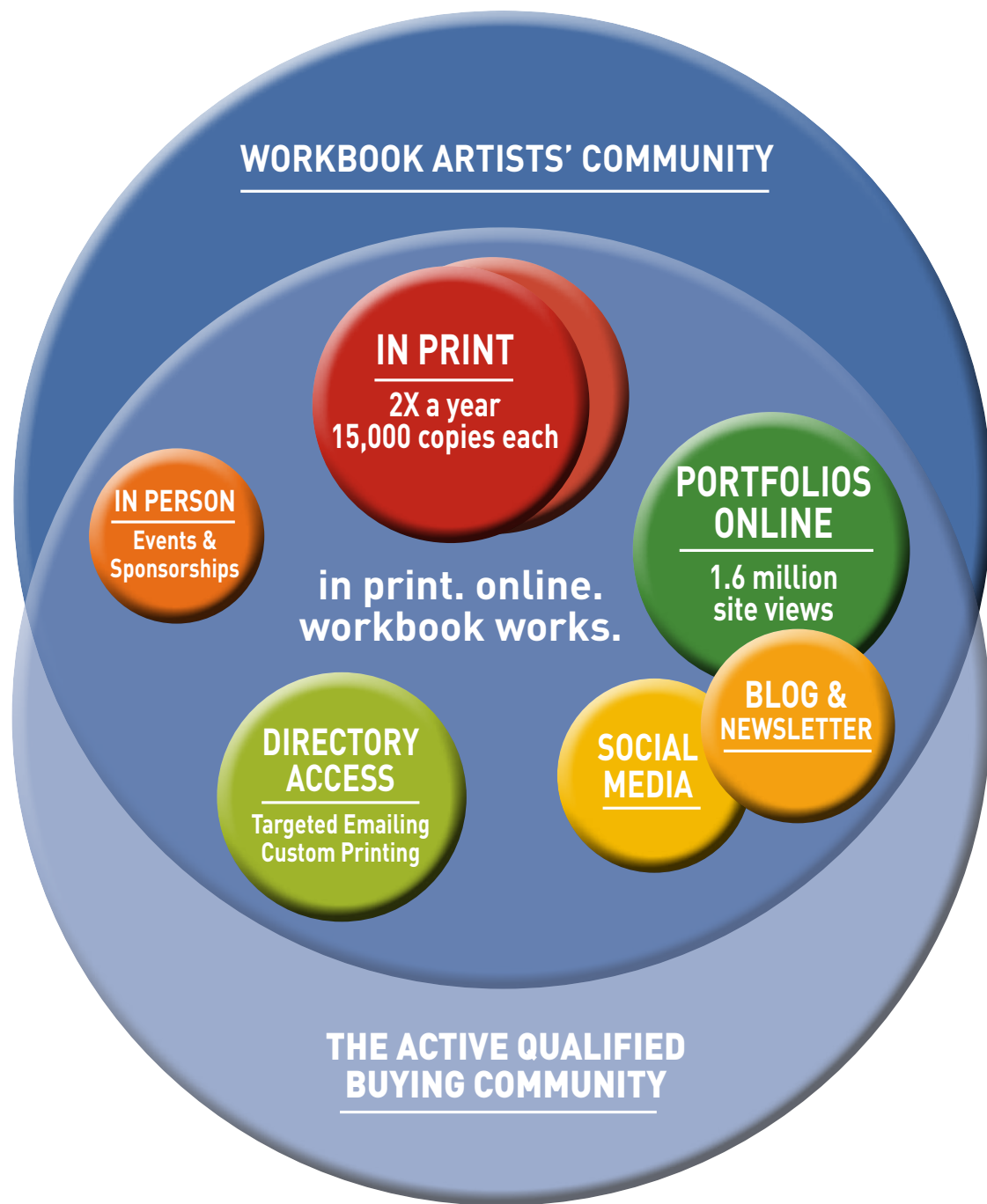
photography 2012



WORKBOOK

34

in print. online. workbook works.



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 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 five 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 PHOTOGRAPHY 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 specialty galleries
 - | One 30-image custom gallery
 - | One motion 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 motion files.
 - | Custom crop thumbnails for best visual impact.
- | Workbook will manage your portfolio on a yearly basis for \$200.
Service includes: uploading 250 images, gallery creation, and once-a-month updates.
- | Additional searchable galleries may be purchased for \$100 annually.
 - | Annual portfolio cost is \$2,000.

RATES AND DATES

FIRST CONTRACT CLOSING: MAY 13, 2011

FINAL CONTRACT CLOSING: JUNE 3, 2011

4/Color Rates

2 pages per book	\$3,430 each
4 pages per book	\$3,250 each
6 pages per book	\$3,070 each
8 pages per book	\$2,890 each
10 pages per book	\$2,710 each

All spread advertisers receive a standard Directory subscription and a Portfolio Online for one year included in the spread 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 spread.

Over 15 years as an art buyer, Workbook has been my go-to source. The website is incredibly easy to navigate, organized and nimble -- often moreso than personal sites. There are new options for marketing every year, but I find the Workbook has stood the test of time. Also, the people at Workbook seem to really care about the talent they represent. Not only do they want to help grow a photographer's or illustrator's business, but also to inspire their artistic voice. In my mind, Workbook is not just a sourcebook; it's both an institution and a trusted friend.

Susan Cartland, Senior Art Producer
mcgarrybowen

Workbook has been indispensable, my business would not be the same without it.

Paul Aresu, Photographer

I count on Workbook every year to deliver clients - and they always do. Online - offline - makes no difference... in my mind they all end up at Workbook eventually.

Ralph Mennemeyer, Artist Representative

You must invest in promotions like this. It's as important as updating your books, websites, direct and email and social network promotions.

I have checked out many of the other potential places to advertise and their packages are nowhere near the value of the Workbook (the directory, website, blog and more). I have asked other Reps too and the majority agree that if you are only doing one directory, this is the one to do. It is equally as important as updating your website and producing direct mail and email promotions. Workbook.com site alone brings more traffic to Maslov.com than anyone else!!!! FACT!

Norman Maslov, Artist Representative

As a young photographer with a distinctive style, trying to break into a competitive national market, the Workbook was very instrumental. I've been participating with my rep Holly Hahn for over 15 years and every year our presence in Workbook more than pays for itself as it continues to help build our brand.

As a photographer in today's very competitive and fractured market, I'd like to discourage any and all from the Workbook, and suggest that you, instead, do extremely expensive yet fragile direct mail pieces and perhaps late night local cable ads. I'll stick with Workbook.

Greg Whitaker, Photographer

Contact your sales representative for more information.

East | Lori Watson 800.322.3470 lori.watson@workbook.com

Midwest | Linda Levy 800.752.0285 linda.levy@workbook.com

South | Mary Preussel 800.547.2688 x147 mary.preussel@workbook.com

West | Suzanne Semnacher 800.547.2688 suzanne.semnacher@workbook.com

photography by Lars Topelmann