

Over 15 years as an art buyer, Workbook has been my go-to source. 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

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). The Workbook.com site alone brings more traffic to Maslov.com than anyone else!!!! FACT!

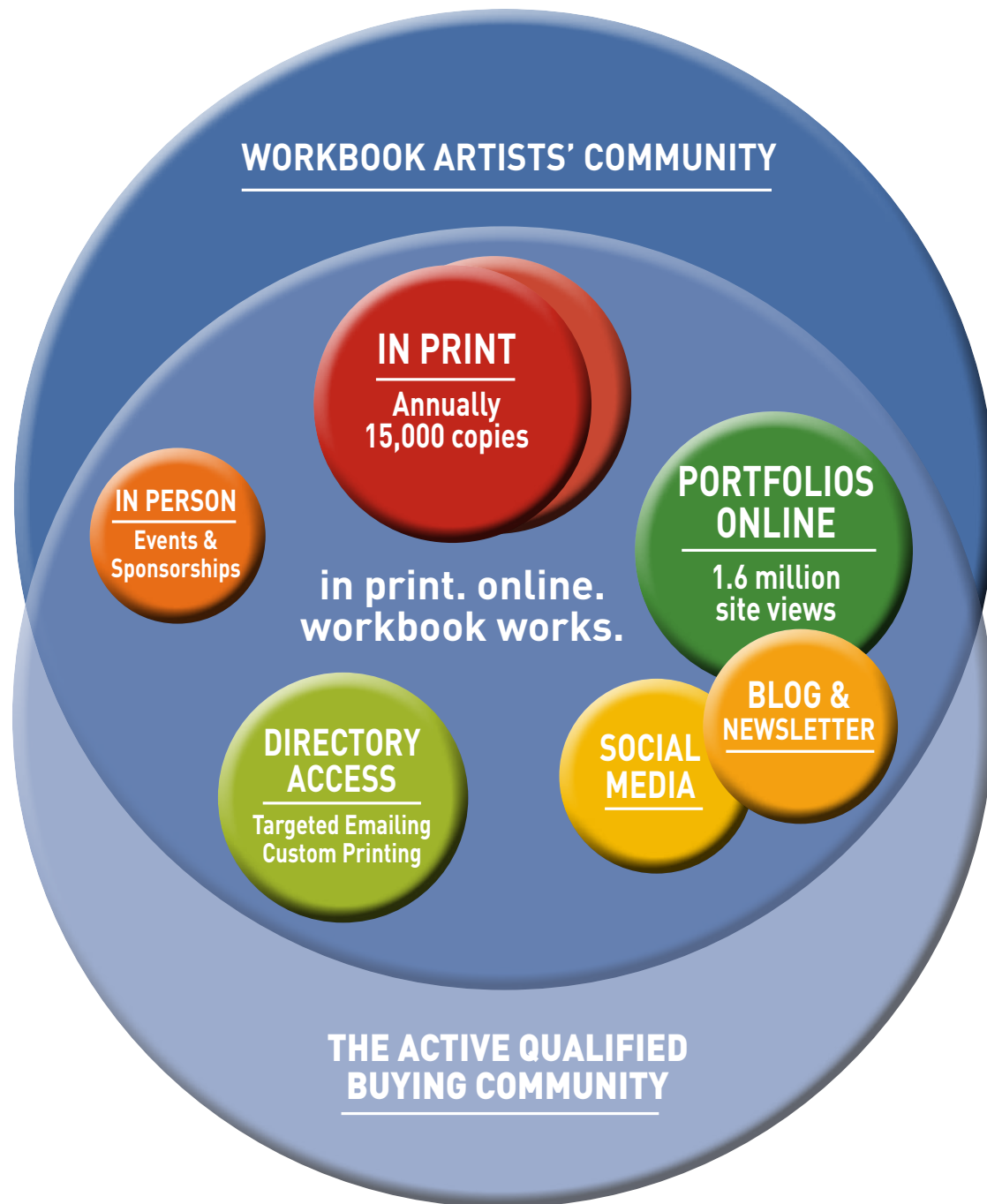
Norman Maslov, Artist Representative

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.

Greg Whitaker, Photographer

34

in print. online. workbook works.



WORKBOOK'S INTEGRATED MARKETING APPROACH GIVES YOU THE TOOLS AND SUPPORT YOU NEED TO CONNECT WITH TOP CREATIVE PROFESSIONALS.

PUT WORKBOOK TO WORK IN 2012.

For more than 30 years, Workbook has been connecting photographers and illustrators with art buyers and creative professionals. Our recent survey revealed that 84% of art directors questioned named Workbook as the source they turn to first. Alexa.com confirms Workbook as the leader among our competitors on the web.

Workbook now offers production specialists – including stylists, makeup artists, digital retouchers, producers, CGI services, location resources, studio rentals and more – the same marketing tools to reach qualified, hiring creative professionals including photographers, print producers, TV producers, creative directors and artists' representatives.

REACH OUT TO CREATIVE PROFESSIONALS ONLINE AND IN PRINT.

Workbook offers you the opportunity to promote your work with a Workbook Portfolio Online that drives creative professionals to you. In addition, the print Workbook Production Specialist Sourcebook, a companion piece to the industry-leading Workbook Photography Sourcebook, will debut in Fall 2012, giving you an added promotional boost.

Distribution: 15,000 qualified buyers; FALL 2012.

CONNECT WITH CREATIVE PROFESSIONALS WHEN THEY ARE READY TO HIRE.

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

Creatives can search the online version of the most recent edition of the Workbook print sourcebook.

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

Workbook has met production specialists' growing need to feature their work in motion projects by making your searchable Portfolio Online galleries motion-enabled.

SOCIALIZE WITH WORKBOOK.

Connect with creative professionals in person at one of our promotional events or 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 additional capability to communicate with creative professionals both in print and online.

PRINT PRODUCTION SPECIALISTS 2012

Trim size: 7" wide x 9" high

DISTRIBUTION

15,000 distributed Fall 2012 as a companion piece to the Workbook Photography Sourcebook

ARTWORK DEADLINES

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 ONLINE OFFERS A UNIQUE OPPORTUNITY FOR YOUR WORK TO BE SEEN BY A GROWING U.S. AND INTERNATIONAL AUDIENCE

MAIN FEATURES

- | Two searchable 30-image specialty galleries
 - | One motion gallery
 - | 500-image storage library
- | Annual portfolio cost is \$1200

- | Five searchable 30-image specialty galleries
 - | One 30-image custom gallery
 - | One motion gallery
 - | 500-image storage library
- | Annual portfolio cost is \$1500

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 updates once a month

RATES AND DATES

FIRST CLOSING: JANUARY 27, 2012

FINAL CLOSING: FEBRUARY 17, 2012

4/Color Price per page

(price includes 5 searchable galleries, 1 custom gallery, 1 motion gallery Online Portfolio)

- 1 page per book \$2,895
- 2 pages per book \$3,575

All full-page print advertisers receive a standard Directory subscription for one year included in the page rate. Advertising artist representatives receive a discount off applicable Directory rates.

PRINT PAYMENT PLANS

PLAN 1 Requires twelve equal automatic credit card payments. The first payment is due at contract submission. Subsequent payments commence on December 10, 2011 and continue on the 10th of each month thereafter. Unless you request otherwise, this contract will be renewed each year at a renewal price equal to the then-current list price at the time of your initial contract submission. Workbook will continue billing your credit card monthly. This plan locks in your list price unless Workbook lowers list prices in the future.

PLAN 2 Offers a 10% discount if your contract and full payment are received by Workbook on or before January 27, 2012.

PLAN 3 Offers a 5% discount if your contract and full payment are received by Workbook on or before February 17, 2012.

FOR ALL PLANS, ARTWORK MUST BE RECEIVED ON OR BEFORE MARCH 2, 2012. WORKBOOK RESERVES THE RIGHT TO ASSESS A \$100 PER WEEK LATE FEE FOR ARTWORK RECEIVED AFTER APRIL 20, 2012.

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 promote your latest projects or personal work.
- | Workbook News, our monthly newsletter, highlights the best of the Workbook Blog, promotes the latest Portfolio Online additions and focuses on aspects of Workbook.com in new and creative ways.
- | Workbook provides valuable insight on creative buying trends with periodic online polling and questionnaires.

DIRECTORY

When you advertise with Workbook, you not only gain access to creative professionals' 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.

MORE THAN 50,000 CONTACTS IN ALL

Active qualified creative professionals including:
Photographers | TV and Print Producers | 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 on a Standard Directory subscription starts at \$695 annually
- | Pro Subscriptions, including unlimited access to emails, start at \$995 annually

WORKBOOK INFOCUS

GIVEN THE REMARKABLY HIGH OPEN RATE OF WORKBOOK EMAILS, INFOCUS VIRTUAL CALL SHEETS ARE THE MOST EFFICIENT AND EFFECTIVE WAY TO BOOST PORTFOLIO ONLINE VIEWERSHIP.

MAIN FEATURES

- | Virtual call sheets sent monthly via targeted emails, featured in the Workbook Blog and posted to www.workbook.com
- | Spotlights on artists from all segments of the production world
- | Each issue showcases photographers, illustrators and production services – including wardrobe stylists, makeup artists, digital retouchers and more – working in a particular specialty
- | Sent to qualified, hiring photographers, print and TV producers, creative directors, art buyers and artists' representatives
- | Provides link to your Portfolio Online
- | Over 50% of all recipients open Workbook emails
- | Effective way to be seen by the creative professionals who can hire you
- | Available exclusively to those with a Workbook Portfolio Online
- | Feature your work in one issue of Workbook InFocus for \$500
- | Feature your work in three issues of Workbook InFocus for \$900

Contact your sales representative for more information.

Lorena Arnold 800.547.2688 x131 305.814.0523 323.856.4368 fax
lorena.arnold@workbook.com