

TURNING 40 NEVER FELT SO GOOD.

When Alexis Scott started Workbook in 1978, a lot of us were kids fresh out of school and trying to find our way in a world that looked nothing like today. If you are part of that generation you might remember the early Workbooks; lists of creative buyers in Los Angeles. But that's what people wanted. They wanted to know who could light up their career.

Over the last 40 years, we've evolved, but finding who can make your work the centerpiece of a huge ad campaign is still what we're after. Workbook has embedded itself in the creative industry and strives to remain an **essential** tool for creative buyers everywhere. We still publish the Workbook, the best direct mail you could ever hope for, but now that's just part of the picture. Add in our expanding digital presence, our proven in-person events, and our Shortlist concierge service for creative buyers exclusively sourcing our talent, and you'll see we offer one of the most comprehensive marketing solutions anywhere. And we haven't stopped there.

Last year we aimed to create the most **sophisticated** website in the industry. With an average draw of 4 million views a month, we're just getting started. This year we've integrated a powerful and intuitive backend to our site. What does that mean? It means our artists can showcase their latest work with ease. On the search side of things, buyers now have access to a next level portfolio search with access to high resolution videos, social sharing capabilities, tools to save and send their favorites and a keyword search that has no rival.

With 4 decades dedicated to vetted talent, hands-on expertise, and industry recognition, we're proud to be an important part of this ever-changing exciting industry.

So, if you've been with us for years or are just starting out, let us show you what we can do for your career with Workbook's **multi-dimensional** approach to marketing.



Bill Daniels
CEO
Workbook



STILL TRUSTED

I started to feature our artists in the Workbook in the mid-1980s.

Back then, another long-since-gone company was dominant, and Workbook was the newer kid on the block. There was one other competitor out of New York that tied with them for second place, but those days are past. No one else is in the same league as Workbook when it comes to reaching the very highest end of the commercial art market.

Not everyone is ready to be in Workbook. Emerging artists still looking to develop their signature style and mature are better off focusing elsewhere.

But once an artist has "arrived," there is no other resource that is as likely to get their work in front of the most influential art directors, at the most significant ad agencies, with the largest budgets than Workbook.

Workbook is in effect a select resource featuring only the most elite artists. That's why it is an essential buy for me and the artists I represent.

Richard Salzman
Artists' Representative
Salzman International

PLANS FOR 2019

	STANDARD	PRO
Online Portfolio: Eight searchable galleries and three custom galleries on the most widely-accessed industry website (through January 2019 for Pro).	●	●
Social Media: Workbook clients exclusively featured on all of Workbook's social media platforms.	●	●
Yodelist: Member discounts on database subscriptions.	20%	30%
Dripbook: Free Standard account included. Member discounts on premium accounts.	30%	50%
Folioplanet: Discounts available for all Workbook clients.	●	●
Workbook Blog: Promote your latest work, event, or achievement.	●	●
Print: Placement in the print Workbook 2x per year: Spring and Fall.		●
Premier Placement: In Workbook.com search results.		●
InFocus: Invitation to submit your best and latest assignments in our monthly InFocus emails.		●
Monthly Newsletter: Highlights top work from Workbook artists, distributed digitally to all qualified buyers.		●
Home Page: Features Workbook clients in a curated rotation on the front page of Workbook.com.		●
Consulting: Gain valuable insight from a consultation with our knowledgeable sales and marketing staff.		●
In-Person Events: Participate in exclusive Workbook networking and portfolio showcase events.		●

Payment plans available.

EXPAND YOUR BRAND



Yodelist provides the perfect tool to broaden your brand's recognition, with over 50,000 contacts from all sides of the creative world and a suite of features to help you target your promotions.

DRIPBOOK™

Dripbook delivers online portfolio tools to creative professionals around the world. Workbook Pro advertisers automatically receive a free Standard account on Dripbook.



Folioplanet introduces your work to an international network of art directors and buyers through an online portal created by illustrators for illustrators. All Workbook clients receive discounts on Folioplanet portfolios.