

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

WORKBOOK 40

STILL TRUSTED

I don't know if you know this story, but I've often attributed Workbook to a huge risk that I took that reaped enormous rewards...

I'd shot a job, I had made enough money to either buy a new camera system or invest it in a Workbook Spread.

I risked all the money I had. Really, I did a job and I risked it all. I put in this ad that was so different from all the other stuff that was out there. It wasn't intentionally different, it was just what I was doing. It was so bad, it was good.

Immediately the phone started ringing. I started doing jobs all the time. From doing no advertising work, or just local advertising work, to doing work all over the country. Within six months I had an agent, and then I was everywhere.

That was in 2006. 2007 was my best year by five times, and then 2008 was triple that. The trajectory went through the roof and it was 'cause I risked everything on this Workbook ad.

Now I wouldn't recommend that for everybody, but at some time you have to be willing to take a gamble, to take a leap, and at that time Workbook was my avenue for that and it paid off hugely. I've been a part of it ever since.

Tim Tadder
Photographer

WORKBOOK
2019 PHOTOGRAPHY PLANS



PLANS FOR 2019

	STANDARD	PRO
Online Portfolio: Six 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%
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.