

New York Press Photographers Association, Inc.

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NYPPA 2011 ANNUAL BOOK AD SCHEDULE

Cover Position Rates

	<u>Price</u>
Back Cover	\$3,200.00
Inside Cover	\$2,900.00

Inside Advertisement

Double Page Color	\$5,400.00
Full page Color	\$2,700.00
Full Page B & W	\$1,700.00
2/3 Page Color	\$1,600.00
2/3 Page B & W	\$1,300.00
1/2 Page Color	\$1,500.00
1/2 Page B & W	\$1,200.00
1/3 page Color	\$1,100.00
1/3 Page B & W	\$ 900.00

Specifications for Advertisements

<u>Ad Type</u>	<u>Bleed Size</u>	<u>Non Bleed Size</u>
Cover and Full Page	9" x 11"	8" x 9 3/4"
2/3 Page	5 3/4" x 11"	5 1/4" x 9 3/4"
1/2 Page	4 3/8" x 11"	3 13/16" x 9 3/4"
1/3 Page	3" x 11"	2 1/2" x 9 3/4"

Black & White

175-line screen. Right reading, Emulsion Down (RRED) offset positive film or camera-ready art.

Color

175-line screen. Right reading, Emulsion Down (RRED) offset positive film. Should be accompanied with color match print.

Electronic File

Image should be scanned at 300dpi x largest dimension, CMYK Mode, saved as TIFF, MAC format, and no compression. Send on a CD or DVD. **Send on a CD or DVD to SB Design 99 East 4th Street #3-B (20), New York, NY 10003 or by email to pseolbin@nyc.rr.com**

Any question Seolbin Park can be reached at 917.417.3249

DEADLINE

The deadline for ad copy is September 1, 2011 and can be sent to pseolbin@nyc.rr.com