



## New York Press Photographers Association, Inc.

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Dear possible NYPPA advertiser:

I am writing to appeal for your help in supporting the New York Press Photographers Association.

As other membership organizations, we have not been immune to the recession. Additionally, the retrenching and reinvention of the newspaper business has deeply affected the NYPPA, an organization that has served press photographers of the larger New York metropolitan area for nearly 100 years.

We are asking you to sponsor our organization by purchasing an advertisement in our annual book, the "New York Press Photographer." We annually hold a contest that is judged by respected professionals in the field that have a national reputation. We work hard to provide programming for our members (such as the "Bring Your Own Work" series, our successful exhibit and annual awards dinner) and hold fund-raisers for various charities (including Hurricane Katrina and Haiti relief efforts) in the New York area.

Income from advertising in the Annual, which features the best work of New York's press photographers, has provided the income that keeps us going, as dues alone cannot cover all our expenses. The NYPPA has published the Annual for 85 years. For the last 10 years, it has been professionally designed and in full color, averaging between 200 and 260 pages—a virtual coffee-table book.

Sadly, last year we could not afford to publish the Annual after some advertisers were slow to pay for their previous year's ads. The outstanding money has been paid now and we are trying to publish a combined 2-year Annual covering 2010 and the 2011 contest. In addition, we are developing an e-book, and we are exploring an iPad app. All these products are wonderful opportunities for you to feature your ad, and your support will be indicated with a rotating banner ad at the top of our web site with a link to your website. The NYPPA website currently gets over 45,000 hits a month and is rapidly growing as we expand our content.

The NYPPA board and membership hope you will consider generously supporting us through your ad placement. We feel it's a win-win situation for you and for us.

If you think you can help, I would welcome a conversation either in person, by phone (201-599-2966) or by return email. An ad/support donation rate sheet is attached. I hope I can count on your help through this year ahead. We must get commitments soon in order to authorize our designer to start work. Once we know we can publish the book we will invoice you.

Thank you for your consideration and I look forward to hearing from you soon.

Ray Stubblebine  
President

*The Oldest Press Association in America*