



# Advertising Opportunities

Market your product or services to more than 3,000 nature photographers through NANPA publications!

## **Currents Newsletter**

*Currents* is a four color, 8½" x 11" newsletter published six times per year for NANPA members. It features articles of interest to the membership and is distributed to nearly 3,000 NANPA members who are professional and serious nature photographers, editors and publishers, educators, students and corporations.

## **NANPA Annual Summit Preliminary and Onsite Programs**

Both programs cover the events of the Annual Summit and offer a circulation of approximately 5,000. Space is limited!

## **NANPA's Website**

Constantly updated with news, events and ideas!  
The site averages 120,000 page views per month.

## **NANPA Ad Packages**

Combine all our advertising opportunities into the package of your choice and save up to \$1,416.00.

NORTH AMERICAN NATURE PHOTOGRAPHY ASSOCIATION  
10200 West 44<sup>th</sup> Avenue, Suite 304, Wheat Ridge, CO 80033  
Phone: 303-422-8527 Fax: 303-422-8894  
Advertising: Amanda Pocsik



**Advertising Contact: Amanda Pocsik**

**apocsik@nanpa.org**

Phone: 303-422-8527 • Fax: 303-422-8894

## **NANPA CURRENTS RATE INFORMATION**

### **General Information**

*Currents* is a four color, 8½" x 11" newsletter published six times per year for NANPA members. It features articles of interest to the membership. *Currents* accepts display advertising from individuals and organizations providing services and products for those concerned with nature photography, the photographic industry and the environment.

### **Circulation**

*Currents* reaches nearly 3,000 NANPA members who are professional and serious nature photographers, editors and publishers, educators, students and corporations.

### **Guidelines**

1. All advertising and sponsorships must be prepaid. A signed insertion order is required to run an ad.
2. NANPA cannot guarantee requests for specific position or placement of ads when orders are received after the published deadline.
3. NANPA will not be liable if an ad is omitted.
4. As a non-profit association, NANPA does not offer agency discounts, thus rates are non-commissionable.
5. Advertisers and agencies are responsible for all ad content and also assume responsibility for any claims arising against NANPA.
6. NANPA reserves the right to reject, delete or reword any advertisement.
7. Advertising should be for products and services of interest to nature photographers.
8. Advertising rates are subject to change without notice.

### **Mechanical Requirements**

NANPA requires high-res PDF, TIFF, or EPS files. Four color ads should be accompanied by a color matching proof.

If an ad requires any modification, the advertiser will be billed for the cost of these changes. No modifications will be made by NANPA without prior approval of the advertiser.

### **Advertising Deadlines:**

<b>Issue Date</b>	<b>Order/Art Due</b>	<b>Published</b>
Jan/Feb	November 15	January 1
Mar/Apr	January 15	March 1
May/June	March 15	May 1
July/Aug	May 15	July 1
Sept/Oct	July 15	September 1
Nov/Dec	September 15	November 1

### **Display Advertising Sizes & Rates:**

<b>Ad Size</b>	<b>Image Area</b> (in inches)	<b>Rate</b>
Full Page/Full Color	(7 x 10)	\$1,550.00
Full Page	(7 x 10)	\$975.00
Half Page/Full Color	(7 x 5)	\$700.00
Half Page	(7 x 5)	\$525.00
Quarter Page/Full Color	(3½ x 5)	\$275.00
Quarter Page	(3½ x 5)	\$200.00
Business Card	(3½ x 2)	\$115.00
Insert	(8½ x 11)	\$575.00
Insert	(17 x 11)	\$860.00
1/2 Page Outside Back	(7 x 5)	
Cover. Full color. Call for availability.		\$850.00

### **Discounts**

New advertisers receive a 10% discount on placement of their first ad with NANPA.

Any advertiser placing an advertising order for a full year will receive a 10% discount.

### **Additional Information**

Please direct all advertising questions or inquiries to Amanda Pocsik at **apocsik@nanpa.org**.

Electronic ads must be accompanied by the attached insertion order and should be sent to: Amanda Pocsik at apocsik@nanpa.org. Fax Insertion Orders to us at 303-422-8894. Ads over 5MB should be uploaded via ftp to our server. Please call or email for ftp instructions.

Payments in full must be received prior to publication. Make checks payable to NANPA and submit all payments to:

NANPA  
10200 West 44<sup>th</sup> Avenue, Suite 304, Wheat Ridge, CO 80033



**Advertising Contact: Amanda Pocsik**

**apocsik@nanpa.org**

Phone: 303-422-8527 • Fax: 303-422-8894

## **NANPA CURRENTS INSERTION / ORDER FORM**

Date: \_\_\_\_\_

Advertiser: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

I hereby direct NANPA to place advertising on my behalf according to the description of the package I have checked below:

- |   |          |                                   |
|---|----------|-----------------------------------|
| <input type="checkbox"/> Full Page/Full Color (7"x10")                                      | 1550.00  | <input type="checkbox"/> Jan/Feb  |
| <input type="checkbox"/> Full Page (7"x10")   | \$975.00 | <input type="checkbox"/> Mar/Apr  |
| <input type="checkbox"/> Half Page/Full Color (7"x5")                                       | \$700.00 | <input type="checkbox"/> May/June |
| <input type="checkbox"/> Half Page (7"x5")  | \$525.00 | <input type="checkbox"/> Jul/Aug  |
| <input type="checkbox"/> Quarter Page/Full Color (3½"x5")                                   | \$275.00 | <input type="checkbox"/> Sept/Oct |
| <input type="checkbox"/> Quarter Page (3½"x5")  | \$200.00 | <input type="checkbox"/> Nov/Dec  |
| <input type="checkbox"/> Business Card (3½"x2")   | \$115.00 |                                   |
| <input type="checkbox"/> Insert (8½"x11")   | \$575.00 |                                   |
| <input type="checkbox"/> Insert (17"x11")   | \$860.00 |                                   |
| <input type="checkbox"/> Half Page Outside Back Cover: Full color,<br>Call for availability | \$850.00 |                                   |

Note: Rates are net, non-commissionable. Payment must accompany order.

Special Instructions: \_\_\_\_\_

I will supply NANPA with electronic file (TIFF, EPS, or hi-res PDF)

Payment Information:  Check enclosed or Charge my  Visa  MasterCard  American Express

Card number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

I hereby represent that I am authorized to act on behalf of the named advertiser in this regard, and I/we will meet all obligations, contractual, legal, or otherwise.

**Fill out and return this form with Check payment to:**

NANPA • 10200 West 44<sup>th</sup> Avenue, Suite 304 • Wheat Ridge, CO 80033

**Insertion orders (with credit card payments) may be faxed to:** Amanda at 303-422-8894

Electronic ads should be sent to: Amanda Pocsik at apocsik@nanpa.org. Ads over 5MB should be uploaded via ftp to our server. Please call or email for ftp instructions.



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**apocsik@nanpa.org**

Phone: 303-422-8527 • Fax: 303-422-8894

## **NANPA ADVERTISING PACKAGES**

### **PHOTO SAFARI PACKAGE**

(limited to one advertiser per year)

**Includes:**

- Full color, full page ad plus sponsorship banners in all six issues of *Currents*
- Full color, <sup>3</sup>/<sub>4</sub> page ad on the outside back cover of the Annual Summit Preliminary Program
- Full color, full page ad on the outside cover of the Annual Summit Onsite Program

**Package Cost: \$10,384.00**  
**Total Savings: \$1,416.00**

### **MEDIUM FORMAT PACKAGE**

**Includes:**

- Full page, black-and-white ad in all six issues of *Currents*
- Full page, full color ad, in the Annual Summit Preliminary Program
- Full page, full color ad in the Annual Summit Onsite Program

**Package Cost: \$6,776.00**  
**Total Savings: \$924.00**

### **SNAPSHOT PACKAGE**

**Includes:**

- Half page, black-and-white ad in one issue of *Currents*
- Half page, full color ad, in the Annual Summit Preliminary Program
- Half page, full color ad, in the Annual Summit Onsite Program

**Package Cost: \$1,518.00**  
**Total Savings: \$207.00**

### **LARGE FORMAT PACKAGE**

(limited to two advertisers per year)

**Includes:**

- Full color, full page ad in all six issues of *Currents*
- Full color, full page ad on an inside front cover of the Annual Summit Preliminary Program
- Full color, full page ad on an inside front cover of the Annual Summit Onsite Program

**Package Cost: \$10,032.00**  
**Total Savings: \$1,368.00**

### **35mm PACKAGE**

**Includes:**

- Half page, black-and-white ad in all six issues of *Currents*
- Half page, full color ad in the Annual Summit Preliminary Program
- Half page, full color ad in the Annual Summit Onsite Program

**Package Cost: \$3,828.00**  
**Total Savings: \$522.00**

### **PICTURE POSTCARD PACKAGE**

**Includes:**

- Quarter page, black-and-white ad in one issue of *Currents*
- Half page, full color ad, in the Annual Summit Preliminary Program

**Package Cost: \$880.00**  
**Total Savings: \$120.00**

NOTE: Full color ads are produced by four color (CMYK) process. Black and white ads will be printed in the dominant (darker) color in our two-color publications, black otherwise.

\*Package savings derived from annual advertising and pre-payment discounts.



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## **NANPA ADVERTISING PACKAGE ORDER FORM**

Advertiser: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

I hereby direct NANPA to place advertising on my behalf according to the description of the package I have checked below:

- Photo Safari Package
- Large Format Package
- Medium Format Package
- 35mm Package
- Snapshot Package
- Picture Postcard Package

Fill out and return this form with payment to:

NANPA  
10200 West 44<sup>th</sup> Avenue, Suite 304  
Wheat Ridge, CO 80033

Insertion orders with credit card payments may be faxed to:

Amanda at 303-422-8894

Special Instructions: \_\_\_\_\_

I will supply NANPA with electronic file (TIFF, EPS, or hi-res PDF)

Payment Information:       Check enclosed      or Charge my  Visa     MasterCard     American Express

Card number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

I hereby represent that I am authorized to act on behalf of the named advertiser in this regard, and I/we will meet all obligations, contractual, legal, or otherwise.

Electronic ads should be sent to: Amanda Pocsik at [apocsik@nanpa.org](mailto:apocsik@nanpa.org). Ads over 5MB should be uploaded via ftp to our server. Please call or email for ftp instructions.



**Advertising Contact: Amanda Pocsik**

**apocsik@nanpa.org**

Phone: 303-422-8527 • Fax: 303-422-8894

## **NANPA Annual Summit Preliminary Program Advertising Rate Information**

Increase your exposure to NANPA members and attendees at the Summit by placing an ad in the Preliminary Program. The Preliminary Program is an 8½" x 11" program distributed to NANPA members and potential attendees and contains the Summit schedule, registration details, information on exhibits and exhibitors, and other information. Ads may be placed in the Preliminary Program if we receive your instructions, payment and copy no later than **July 17, 2006**.

## **Annual Summit Preliminary Program Insertion Order**

Advertiser: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

I hereby direct NANPA to place advertising on my behalf according to the description of the package I have checked below:

### **Ad Size**

- Full page, 4 color
- Full page, 4 color inside front cover w/bleed
- Full page, 4 color inside back cover w/bleed
- ¾ Page, 4 color outside back cover w/bleed
- Half page 4 color

### **Image Area (in inches)**

- 7 x 10
- 8<sup>5</sup>/<sub>8</sub> x 11<sup>1</sup>/<sub>8</sub>
- 8<sup>5</sup>/<sub>8</sub> x 11<sup>1</sup>/<sub>8</sub>
- 8<sup>1</sup>/<sub>2</sub> x 7<sup>1</sup>/<sub>2</sub>
- 7 x 5

### **Rate**

- \$1,100.00
- \$1,200.00
- \$1,200.00
- \$1,500.00
- \$800.00

\*Cover positions are first come, first sold. All ads are full color. Digital files accepted; PDF, TIFF, or EPS files in high resolution with all fonts and graphics embedded.

Note: Rates are net, non-commissionable. Payment must accompany order.

Special Instructions: \_\_\_\_\_

I will supply NANPA with electronic file (TIFF, EPS, or hi-res PDF)

Payment Information:             Check enclosed    or Charge my  Visa     MasterCard     American Express

Card number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

I hereby represent that I am authorized to act on behalf of the named advertiser in this regard, and I/we will meet all obligations, contractual, legal, or otherwise.

### **Fill out and return this form with Check payment to:**

NANPA • 10200 West 44<sup>th</sup> Avenue, Suite 304 • Wheat Ridge, CO 80033

**Insertion orders (with credit card payments) may be faxed to:** Amanda at 303-422-8894

Electronic ads should be sent to: Amanda Pocsik at apocsik@nanpa.org. Ads over 5MB should be uploaded via ftp to our server. Please call or email for ftp instructions.



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## **NANPA Annual Summit Onsite Program Advertising Rate Information**

Increase your exposure to NANPA members and attendees at the Summit by placing an ad in the Onsite Program. The Onsite Program is a 4" x 9" pocket-sized booklet distributed to Summit attendees. This booklet contains the final schedule, registration information, and information on exhibits and exhibitors, and other information. Ads may be placed in the Onsite Program if we receive your instructions, payment and copy no later than **November 17, 2006**.

## **Annual Summit Onsite Program Insertion Order**

Advertiser: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

I hereby direct NANPA to place advertising on my behalf according to the description of the package I have checked below:

<b>Ad Size</b>	<b>Image Area (in inches)</b>	<b>Rate</b>
Full page, 4 color	3½ x 8½	\$750.00
Full page, 4 color inside front cover w/bleed	4 <sup>1</sup> / <sub>8</sub> x 9 <sup>1</sup> / <sub>8</sub>	\$900.00
Full page, 4 color inside back cover w/bleed	4 <sup>1</sup> / <sub>8</sub> x 9 <sup>1</sup> / <sub>8</sub>	\$900.00
Full page, 4 color outside back cover w/bleed	4 <sup>1</sup> / <sub>8</sub> x 9 <sup>1</sup> / <sub>8</sub>	\$1,000.00
Half page 4 color	3½ x 4¼	\$400.00

\*Cover positions are first come, first sold. All ads are full color. Digital files accepted; PDF, TIFF, or EPS files in high resolution with all fonts and graphics embedded.

Note: Rates are net, non-commissionable. Payment must accompany order.

Special Instructions: \_\_\_\_\_

I will supply NANPA with electronic file (TIFF, EPS, or hi-res PDF)

Payment Information:  Check enclosed or Charge my  Visa  MasterCard  American Express

Card number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

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