



# Currents Magazine Ripples Newsletter Advertising Opportunities

## Currents Magazine

*Currents* is a 32-page magazine that reaches more than 3,000 NANPA members who are professional and aspiring nature photographers, editors, publishers, educators, students and corporations. *Currents* features information on the business of nature photography while also highlighting the importance of preservation of the natural world.

## **Currents Advertising Rates:**

Ad Size	1 Issue	4 Issues (1 yr)
Full page	\$1,100	\$3,960/4
Half page	\$600	\$2,160/4
Quarter page	\$400	\$1,440/4
Business card size	\$250	\$900/4
Back Cover	\$2,500	\$9,000/4
Inside front or back covers	\$1,800	\$6,480/4

## **Currents Publishing Schedule:**

Frequency: four issues per year: Winter, Spring, Summer, Fall

Circulation: 4,000

Distributed to more than 3,000 members plus selected industry photo buyers.

Also sold by subscription to non-members.

## **Currents Deadlines:**

Issue	Space Reservation	Ad Art Due
Winter	September 1	September 10
Spring	December 1	December 10
Summer	March 1	March 10
Fall	June 1	June 10

## **Ad sizes:**

The final trim size of our magazine is 8 ½ x 11 ". If you would like your ad to bleed, add 1/8" bleed for all sides that bleed off the page. Sizes are in inches (").

Ad Size	Dimensions
Full page	7 x 10, bleed: 8 ½ x 11" + 1/8" bleed on all sides
Half page (vertical)	3.5 x 10"
Half page (horizontal)	7 x 5"
Quarter page (vertical)	3.5 x 5"
Business card	3.5 x 2"

## Ripples Newsletter

*Ripples* is an electronic bi-monthly newsletter that reaches more than 3,000 NANPA members who are professional and aspiring nature photographers, editors, publishers, educators, students and corporations.

## Ripples Advertising Rates:

Ad Size	1 Issue	6 Issues (1 yr)	6 Issues (1 yr) with 1 year contract in <i>Currents Magazine</i>
Quarter page	\$100	\$540/6	\$150
Business card size	\$75	\$405/6	\$120

## Ripples Publishing Schedule:

Frequency: six issues per year (bi-monthly)

Circulation: Distributed to more than 3,000 members plus selected industry photo buyers.

## Ripples Deadlines:

Issue	Space Reservation	Ad Art Due
Jan/Feb	November 1	November 10
Mar/Apr	January 1	January 10
May/Jun	March 1	March 10
Jul/Aug	May 1	May 10
Sep/Oct	July 1	July 10
Nov/Dec	September 1	September 10

## Ad sizes:

Ad Size	Dimensions
Quarter page (vertical)	3.5 x 5"
Business card	3.5 x 2"

## Currents and Ripples Ad specs:

All images, text or line drawings must be CMYK, including logos. Convert each element of your ad to CMYK. Be sure your color settings are set to US Sheetfed Coated v2 and do not use Photoshop's default conversion. We use a 650-line screen to print. PDFs with all fonts embedded are preferred (prepared for **print** output, not screen output). We will also accept tiffs, jpgs, eps (with fonts converted to outlines) and InDesign CS2 (created on a PC) files. We will not accept MS Word files, Quark or Publisher files. If you are unsure, check with Sharon@loupemedia.com before sending file. There will be a \$75 charge if Loupe Media needs to fix your file for printing.

## Advertisement delivery:

Final ads and/or tiffs may be uploaded via ftp. You may use NANPA 's anonymous (when using ftp, lowercase all times) ftp site if you want to deliver your ad via anonymous ftp: <ftp://www.nanpa.org/>. Put in user name: anonymous, Password: NANPA, and then navigate through the PUB folder to the NANPA magazine folder. Be sure to send a confirming email to sharon@loupemedia.com if you upload via ftp as we won 't know your ad is there otherwise. Ads may also be delivered via email ([sharon@loupemedia.com](mailto:sharon@loupemedia.com)) or CD (send to 509 Lincoln Blvd., Long Beach, NY 11561). Text for ads may be submitted via NANPA 's ftp site or via email.

## NANPA 's Advertising Policies

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 noncommissionable.
5. Advertisers and agencies are responsible for all ad content and also assume responsibility for any claims arising against NANPA due to their ads.
6. NANPA reserves the right to reject any advertisement.
7. Advertising should be for products and services of interest to nature photographers.
8. Advertising rates are subject to change without notice.

# Currents Magazine & Ripples Newsletter

## Advertising Insertion/Order Form

Advertising contact: Amanda Pocsik, [apocsik@nanpa.org](mailto:apocsik@nanpa.org)  
Phone: 720-881-6121 • Fax: 303-422-8894

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:

### Currents Magazine

Winter  Spring  Summer  Fall

Size	Single Issue/Per Year (4 issues)
<input type="checkbox"/> Full Page (7" x 10")	\$1,100 / \$3,960
<input type="checkbox"/> Half Page (7" x 5" or 3.5" x 10")	\$600 / \$2160
<input type="checkbox"/> Quarter Page (3 ½" x 5")	\$400 / \$1440
<input type="checkbox"/> Business Card (3 ½" x 2")	\$250 / \$900
<input type="checkbox"/> Back Cover /per year (7" x 10")	\$2,500 / \$9,000
<input type="checkbox"/> Inside Covers /per year (7" x 10")	\$1,800 / \$6,480

Call for cover availability

### Ripples Newsletter

Jan/Feb  Mar/Apr  May/June  Jul/Aug  Sep/Oct  Nov/Dec

Size	Single Issue/Per Year (6 issues)/Per Year w/ <i>Currents</i>
<input type="checkbox"/> Quarter Page (3 ½" x 5")	\$100/\$540/\$150
<input type="checkbox"/> Business Card (3 ½" x 2")	\$75/\$405/\$120

### Payment Information:

Check enclosed or Charge my  Visa  MasterCard  American Express  Discover  
Card number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_  
Name on Card: \_\_\_\_\_ Date: \_\_\_\_\_  
Signature: \_\_\_\_\_

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.

### Questions:

Amanda Pocsik, Advertising, [apocsik@nanpa.org](mailto:apocsik@nanpa.org), Phone: 303-422-8527 o Fax: 303-422-8894  
Sharon Cohen-Powers, Production & Design, [Sharon@loupemedia.com](mailto:Sharon@loupemedia.com), phone: 516-432-5575  
**Payment:** Made out to NANPA, 10200 W 44th Avenue, #304, Wheat Ridge, CO 80033  
**Send CDs/DVDs of ads to:** Loupe Media, 509 Lincoln Blvd., Long Beach, NY 11561