



## Currents Online Magazine Advertising Opportunities

### Currents Online Magazine

*Currents* is a 42-page online magazine that reaches nearly 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 and Sizes:

*Currents* appears as a members-only benefit in a flip-book style on the NANPA.org website. It may also be downloaded as an interactive pdf or purchased in print from MagCloud. If purchased from MagCloud, the final trim of the magazine is 8.5 x 11". If you would like your ad to bleed, add 1/8" bleed for all sides that bleed off the page and indicate this when you send in your artwork. Sizes are in inches (").

Ad Size	Dimension	Price
Full Page	7x10", bleed 8.5 x 11"	\$250
Half page (vertical)	3.5 x 10"	\$175
Half page (horizontal)	7 x 5"	\$175
Quarter page	3.5 x 5"	\$100
Business Card	3.5 x 2"	\$50

### *Currents* Publishing Schedule:

Frequency: 4 issues per year: Winter, Spring, Summer, Fall

Circulation: 4,000

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

Also sold as a printed publication through the MagCloud.com website. Membership in NANPA is not required.

### *Currents* Deadlines:

Issue	Space Reservation	Ad Art Due
Winter issue (available on December 21)	October 23	November 1
Spring issue (available on March 21)	January 23	February 1
Summer issue (available on June 21)	April 23	May 1
Fall issue (available on September 21)	July 23	August 1
Winter issue (available on December 21)	October 23	November 1

### *Currents* Ad specs:

All images, text or line drawings must be RGB, including logos. We accept .tiff, .jpg, .eps (with fonts converted to outlines) and InDesign files. We will not accept MS Word files, Quark or Publisher files. If you are unsure, check with [sharon@loupemedia.com](mailto: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 ftp site at: <ftp://ftp.nanpa.org/>. Put in user name: nanpaftp; Password: uploads9, (always use lowercase) and then navigate through the PUB folder to the NANPA magazine folder. Be sure to send a confirming email to [sharon@loupemedia.com](mailto: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 to [sharon@loupemedia.com](mailto:sharon@loupemedia.com) or, CD sent 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.

# 20\_\_\_\_ Currents Online Magazine

## Advertising Insertion/Order Form

Advertising contact: Susan Day [susanday@nanpa.org](mailto:susanday@nanpa.org)

Phone: 618-547-7616 • Fax: 618-547-7438

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 Online Magazine

Winter  Spring  Summer  Fall

Size

Full Page (7" x 10") \$250

Half Page (7" x 5" or 3.5" x 10") \$175

Quarter Page (3 ½" x 5") \$100

Business Card (3 ½" x 2") \$50

Payment Information:

Check enclosed OR Charge my  Visa  MasterCard  American Express  Discover

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

CVV: \_\_\_\_\_

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:

Susan Day, [susanday@nanpa.org](mailto:susanday@nanpa.org) Ph. 618-547-7616 • Fax: 618-547-7438

Payment: Made out to NANPA, 6382 Charleston Road, Alma, IL 62807-2026

Send CDs/DVDs of ads to: Loupe Media, 509 Lincoln Blvd., Long Beach, NY 11561

Sharon Cohen-Powers, Production & Design,

[Sharon@loupemedia.com](mailto:Sharon@loupemedia.com), phone: 516-432-5575

**Office Use Only**  
Issues Paid in Full:

**Currents**

Winter  Spring  Summer  Fall