



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 2010 Advertising Rates:

Ad Size	1 Issue	4 Issues (1 yr)
Back Cover	\$2,500	\$9,000 (4 issues @ \$2,250)
Inside front or back covers	\$1,800	\$6,480 (4 issues @ \$1,620)
Full page	\$1,100	\$3,960 (4 issues @ \$990)
Half page	\$600	\$2,160 (4 issues @ \$540)
Quarter page	\$400	\$1,440 (4 issues @ \$360)
Business card size	\$175	\$630 (4 issues @ \$157.50)

Currents Publishing Schedule:

Frequency: 4 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 issue (2009-2010 - delivery by December 21)	September 23	October 1
Spring issue (2010 - delivery by March 21)	December 23	January 1
Summer issue (2010 - delivery by June 21)	March 23	April 1
Fall issue (2010 - delivery by September 21)	June 23	July 1
Winter issue (2010-2011 - delivery by December 21)	September 23	October 1

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 yr contract in <i>Currents Magazine</i>
Quarter page	\$100	\$540 (6 issues @ \$90)	\$150
Business card size	\$75	\$405 (6 issues @ \$67.50)	\$120
Half page	\$190	\$1,026 (6 issues @ \$171)	\$285

Ripples Publishing Schedule:

Frequency: Six (6) 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 23	December 1
Mar/Apr	January 23	February 1
May/June	March 23	April 1
Jul/Aug	May 23	June 1
Sep/Oct	July 23	August 1
Nov/Dec	September 23	October 1

Ad sizes:

Ad Size	Dimensions
Quarter page (vertical only)	3" x 5"
Business card	3.5" x 2"
Half page (horizontal or vertical)	7" x 5" or 3.5" x 10"

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 .tiff, .jpg, .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 ftp site at: <ftp://ftp.nanpa.org/>. Put in user name: nanpaftp; Password: uploads, (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 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 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.

2010 Currents Magazine & Ripples Newsletter

Advertising Insertion/Order Form

Advertising contact: Jeannine Broker, jbroker@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"/> 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
<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 1/2" x 5")	\$400 / \$1440
<input type="checkbox"/> Business Card (3 1/2" x 2")	\$175 / \$630

Call for cover availability

Ripples Newsletter

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

Size	Single Issue/Per Year (6 issues)/Per Year w/ Currents
<input type="checkbox"/> Quarter Page (3 1/2" x 5")	\$100/\$540/\$150
<input type="checkbox"/> Business Card (3 1/2" x 2")	\$75/\$405/\$120
<input type="checkbox"/> Half Page (7" x 5" or 3.5" x 10")	\$190/\$1026/\$285

horizontal or vertical

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:

Jeannine Broker, jbroker@nanpa.org, Phone: 720-881-6121 • Fax: 303-422-8894

Payment: Made out to NANPA, 10200 W 44th Avenue, #304, Wheat Ridge, CO 80033

Sharon Cohen-Powers, Production & Design,

Sharon@loupemediamedia.com, phone: 516-432-5575

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

Office Use Only Issues Paid in Full:

Currents

Winter Spring Summer Fall

Ripples

Jan/Feb Mar/Apr May/June

Jul/Aug Sept/Oct Nov/Dec