

If it's Sport & Event Photographers you want, you'll find them reading SEP Action News!

We're proud to introduce you to the most cost-effective way to reach this growing market every 90 days. An ad in SEP Action News will be seen by 7,000-8,000 sport & event photographers — the largest concentration in the industry. It's exposure you can't afford to miss.

Ad size and rates:

	Size	1x	4x
Full Page – B&W	8 5/8" x 11 1/8" bleed size, 8 1/2" x 11" trim size	\$1100	\$950
1/2 Page Vertical – B&W	3 3/8" x 10"	\$795	\$650
1/2 Page Horizontal – B&W	7 1/2" x 4 7/8"	\$795	\$650
1/3 Page Square – B&W	4 9/16" x 4 7/8"	\$595	\$450
1/3 Page Vertical – B&W	2 1/8" x 10"	\$595	\$450
Cover Two – 4 Color			\$1690
Cover Three – 4 Color			\$1550
Cover Four – 4 Color			\$1690

15% Agency discount applies to all rates.

Additional Charge for Color Ads:

4-Color \$400

2-Color \$200

Space & Material Deadlines:

Issue	Deadline
Winter 2010 (January)	October 19, 2009
Spring 2010 (April)	January 18, 2010
Summer 2010 (July)	April 19, 2010
Fall 2010 (October)	July 19, 2010

Bart Engels

Western Regional Manager
847.854.8182
bengels@ppa.com

Shellie Johnson

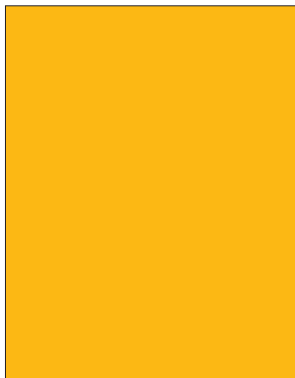
Northeast Regional Manager
404.522.8600, ext. 279
sjohnson@ppa.com

Bill Kelly

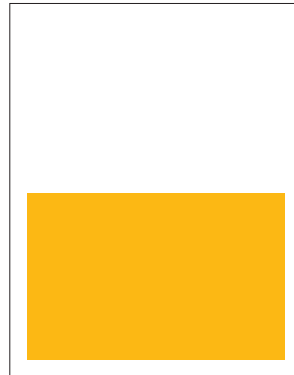
Southeast Regional Manager
404.522.8600, ext. 248
bkelly@ppa.com



2010 Action News Display Ad Sizes



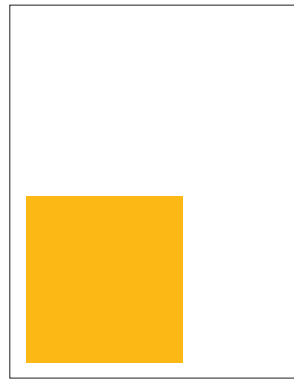
Full Page Bleed
8 5/8" x 11 1/8"



1/2 Page Horizontal
7 1/2" x 4 7/8"



1/2 Page Vertical
3 3/8" x 10"



1/3 Page Square
4 1/16" x 4 7/8"



1/3 Page Vertical
2 1/8" x 10"

MATERIAL REQUIREMENTS

- » Preferred digital formats: High Resolution PDF
- » Other acceptable digital formats: QuarkXPress, Adobe Photoshop, Adobe Illustrator
- » Acceptable file types: Images: TIFF or EPS; Fonts: PostScript Type I or II; Logos/artwork: EPS
- » Acceptable media: CD-ROM
- » Label media: Advertiser name, contact person, and insertion date must be on all media submitted.

FILE PREPARATION

- » All ad files must be supplied as CMYK - no RGB files will be accepted - this includes any images or 2-color, 3-color, and 4-color areas of the ad.
- » Picture boxes **MUST** have a fill of 0% White or Black.
- » Files prepared in Quark need to have the images showing "OK" in Picture Usage dialog box. Any images showing "modified" must be updated.
- » All images **MUST** be TIFF or EPS- NO JPEG or PICT files.

SUBMITTING FILES TO THE FTP

You must contact Karisa Gilmer at: [404.522.8600](tel:404.522.8600) x230 or kgilmer@ppa.com before e-mailing or placing ad files on the FTP site. To send digital files via FTP, collect all page layouts, fonts, graphics, and compress them into one stuffed file.

Upload files to the following site:

HOST: ftp.ppa.com

User Name: adftp

Password: upload

Place ads in the *SEP ACTION NEWS* folder.

**We are not responsible for the reproduction of your ad if the steps listed above have not been adhered to.*