



Professional  
Photographers  
of America



MEDIA  
KIT

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# PLUG INTO THE MOST POWERFUL NETWORK IN PHOTOGRAPHY



PPA members could be your future customers! We've been helping photographers grow their businesses since 1868, and today we're the strongest nonprofit association of its kind. We support more than 33,000 professionals in 50+ countries through education, insurance, and resources for their continued success.

Professional Photographers of America offers a variety of partnership opportunities to help you connect with thousands of potential customers. Take advantage of the many advertising, promotion, and exposure options and shine a spotlight on your brand:

- Online Advertising

Have your products featured on [PPA.com](http://PPA.com)!

- Educational Sponsorship

There's no better way to showcase your company's products than by plugging into the educational benefits offered to our members.

- Corporate Membership

Align your company with the most reliable photography association in the industry. Maximize the impact of your marketing efforts by connecting with 33,000 photographers!

# ONLINE ADVERTISING

Increase brand recognition by promoting your business to *Professional Photographer's* 68,000+ monthly viewers. Appear alongside the magazine's award-winning inspiration, tips, and product reviews.

## 8:1 Leaderboard Display

This ad appears on the magazine's home page and interior pages. You will see it just below the fold on the home page, above the fold on interior pages, and at the bottom of article pages.

900 x 113 pixels

## 6:5 Inline Rectangle

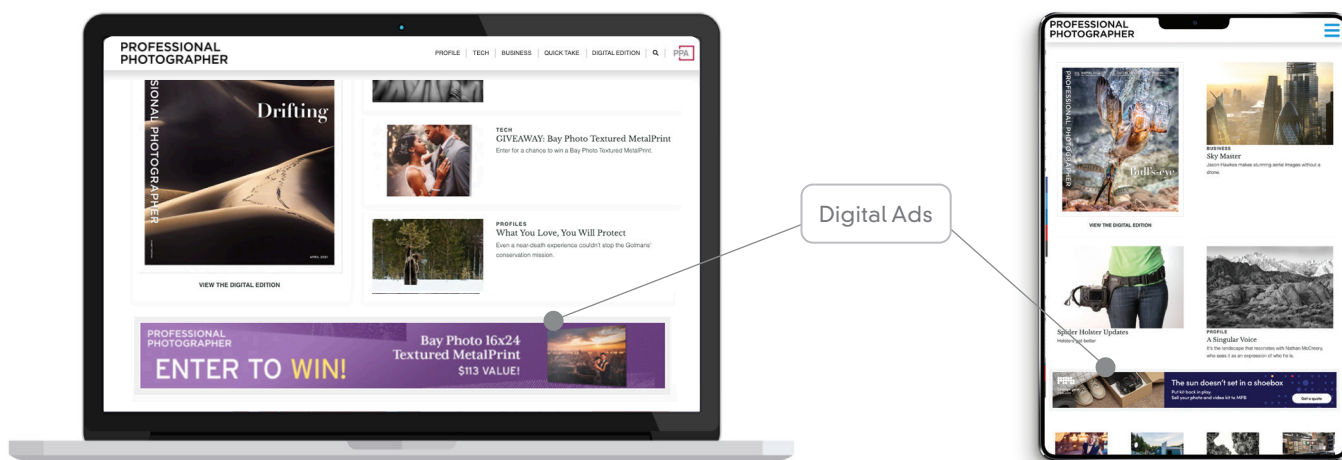
This ad displays in the right-side column of the site's top-level benefit pages, just below the membership application.

300 x 250 pixels

## 4:1 Mobile Display

This ad replaces the Leaderboard and Inline ads on mobile devices, appearing in those same placements.

300 x 75 pixels



Questions? Contact your PPA sales manager today!

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# ONLINE ADVERTISING PACKAGES

Check out the 3 advertising packages with options for online, email, and social media products:

<b>1</b> <b>3-MONTH</b> <ul style="list-style-type: none"><li>1 Exclusive email</li><li>1 Top Picks Newsletter with<ul style="list-style-type: none"><li>1 Sponsored-content article or</li><li>1 Social media post</li></ul></li><li>3 Months of banner ads and mobile ads on PPA.com/PPmag</li></ul>	<b>2</b> <b>6-MONTH</b> <ul style="list-style-type: none"><li>2 Exclusive emails</li><li>1 Newsletter with sponsored content article</li><li>1 Social media post</li><li>6 Months of banner ads and mobile ads on PPA.com/PPmag</li></ul>	<b>3</b> <b>12-MONTH</b> <ul style="list-style-type: none"><li>4 Exclusive emails</li><li>2 Newsletters with sponsored content article</li><li>2 Social media posts</li><li>12 Months of banner ads and mobile ads on PPA.com/PPmag</li></ul>
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## MATERIAL SPECS:

### Banner Ad

Size to be determined in package  
GIF, JPEG  
Maximum file size: 1MB  
Animation is allowed

### Mobile Display Ad

680px by 150px  
GIF, JPEG  
Maximum file size: 1MB

### PPA Facebook Sponsored Post

Status update with 250 max characters of copy  
1200px by 630px RGB graphic  
URL  
Preferred posting dates

### Exclusive Email Promotion

2:1 - 650 x 325 pixels  
RGB files only | 72 ppi JPEG, GIF or PNG file formats  
150k maximum file size  
Subject line  
Link to your landing page  
Text version of your message (.txt format)  
OR If submitting a pre-formatted email file, please save your file as a .txt and not .htm or .html file.

### Top Picks Newsletter

DIGITAL AD: 650px by 325px (2:1)  
SPONSORED CONTENT:  
You provide editorial content + 2 photos. One photo (4:1 - 650 x 162 pixels) for the email newsletter and one photo (500 x 400 pixels) for the article block on PPA.com/PPmag.  
Sponsored content not sold separately.



<b>Exclusive Email</b>	22-25% open rate
<b>Top Picks E-newsletter</b>	20% open rate
<b>PPA.com</b>	66,849 monthly unique visitors 265,484 monthly impressions
<b>Social Media</b>	Over 200,000+ followers on PPA's Facebook page

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# AMPLIFY YOUR SOCIAL MEDIA REACH

211,000 Facebook followers rely on PPA for creative content, product launches, reviews, and inspiration. Reach this targeted audience and let them know about your brand's latest products or services.

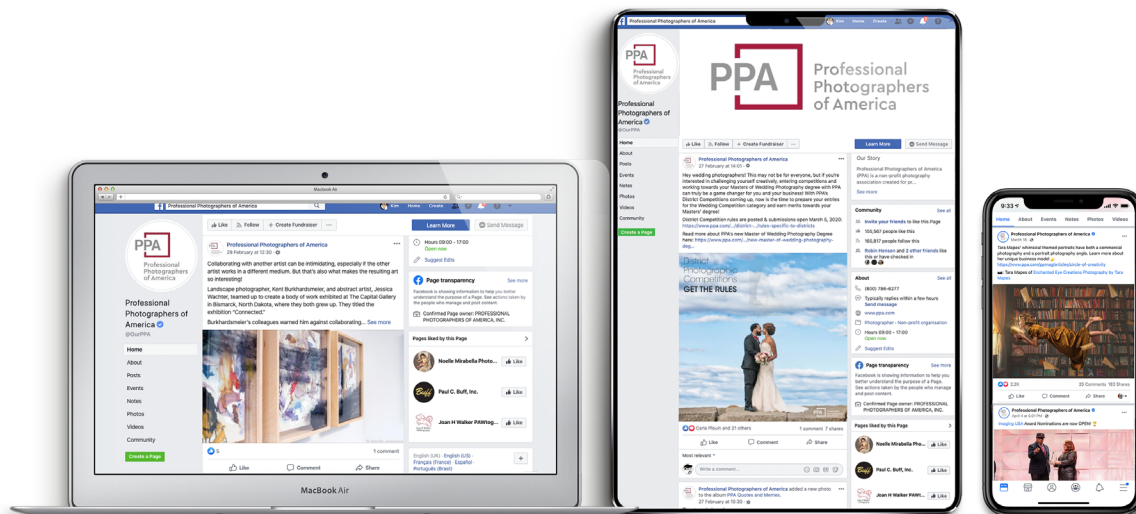
The PPA team can work with you to create engaging content, or you can send us your existing marketing materials to post on our page.

## DETAILS:

2 posts on PPA's Facebook page (boosting for a larger reach available for add-on fee)

## MATERIALS TO SUBMIT:

- Post copy, 250 characters max (125 characters for promoted posts)
- URL (hyperlink)
- Preferred posting dates
- Post graphic: 1200 pixels wide by 630 pixels tall in JPEG, PNG, or GIF formats
  - Follow Facebook's best practices for promoted posts
- Video specs:
  - File type: MP4, MOV, or GIF
  - Resolution: At least 1080 x 1080 pixels
  - Text description: 125 characters max
  - Maximum file size: 4GB
  - Minimum width: 120 pixels
  - Minimum height: 120 pixels



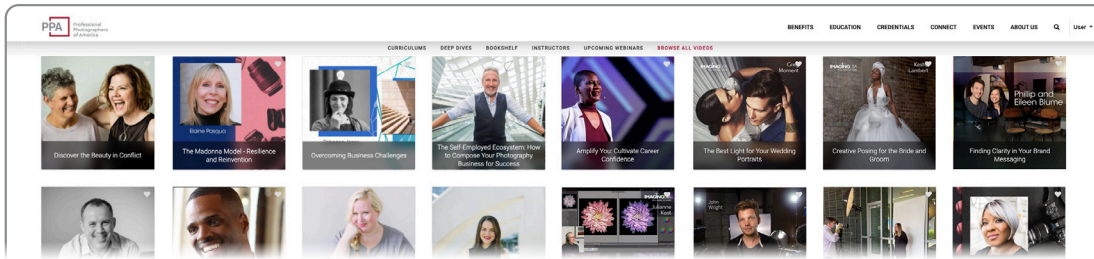
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# EDUCATIONAL SPONSORSHIP



## 150+ QUALIFIED INSTRUCTORS • 900+ INDIVIDUAL CLASSES

Education is at the heart of PPA's mission. Our online learning platform is designed specifically for photographers and empowers them to reach new milestones. That includes a steady stream of insightful webinars, and now's your chance to put your company's name on one of them!

These webinars cover a variety of subjects ranging from in-person sales to post-production techniques and everything in between. PPA members can replay these exclusive webinars as many times as they'd like, wherever they are.

### Benefits:

- Your logo included on all webinar promotional graphics shared on multiple channels:
  - PPA's social media accounts leading up to the webinar date
  - Upcoming Webinars page on PPA.com
  - "PPA This Week" newsletter sent to our members & subscribers
- Live videos shared to our new "Sponsored Playlist" on YouTube Channel
- Logo prominently displayed on opening slide of the webinar
- 2-3 minute video highlighting a product or your company
- Sponsor-created polling questions
- Access to the analytics from the class

When you sponsor a PPA webinar, you can either:

### Supply a Speaker

You put forward a speaker and create the content; we help execute.

### Sponsor a Speaker

Choose from one of the speakers already on the schedule.



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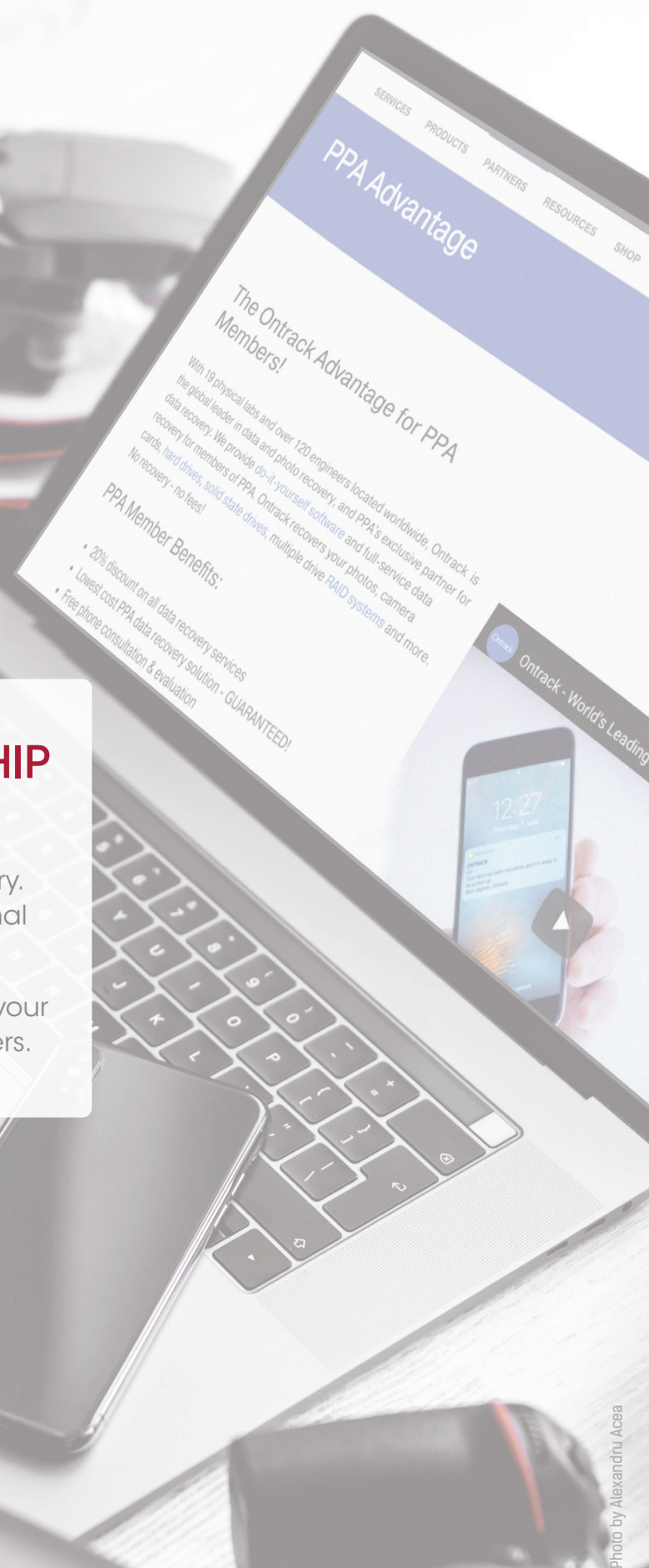
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## PPA CORPORATE MEMBERSHIP

Corporate Membership aligns your company with the most reliable association in the industry. Connect with and market directly to professional photographers worldwide.

Partnering with PPA is the best way to expand your reach and connect with 33,000+ new customers.



# PPA CORPORATE MEMBERSHIP BENEFIT OVERVIEW

	SILVER \$1,000	GOLD \$2,500	PLATINUM \$5,000
<b>WEBSITE PRESENCE</b>			
Online advertisement for 2 months on PPA.com		✓	✓
Offer on member benefits page	✓	✓	✓
PPA Photo Workshops giveaway, your bonus pack offer promoted online	✓	✓	✓
Logo placed on PPA.com's corporate member page	✓	✓	✓
<b>EMAIL MARKETING</b>			
Logo on the PPA weekly newsletter delivered to 64,000+ photographers	✓	✓	✓
PPA Photo Workshops giveaway, distributed to attendees in over 100 studios	✓	✓	✓
Approved flash-sale offer with exclusive email promotion to 47,000+ subscribers		✓	✓
Advertisement and sponsored article in Top Picks newsletter to 102,000+ recipients			✓
Offer in Member Discount Program promoted in the weekly PPA newsletter delivered to 64,000+ photographers	✓	✓	✓
<b>SOCIAL MEDIA</b>			
PPA Facebook page giveaway shared with our 211,000+ followers		✓	✓
PPA Facebook page product posting shared with our followers			✓
<b>PRINT ADVERTISING</b>			
Special advertising packages and discounts created throughout the year		✓	✓
<b>TRADE SHOW PERKS</b>			
Imaging USA booth discounts—a discount of \$200 per booth, up to 20 booths	✓	✓	✓
Trade show booth priority placement—upgraded booth selection placement	✓	✓	✓

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# PPA CORPORATE MEMBERSHIP **SILVER** \$1,000

## WEBSITE PRESENCE

- 2 PPA Photo Workshops offers: place your offer in the PPA Photo Workshops bonus pack promoted online and given to attendees in over 100 studios across the country.
- 1 offer placed on the PPA Member Discounts page. The offer must be available to members for multiple purchases for at least one year (i.e. no single-use/flash-sale offers).
- Logo placed on PPA.com's corporate member page: lets PPA members know they should support you.

## EMAIL MARKETING

- Logo on the PPA weekly newsletter delivered to 64,000+ photographers.
- Logo and bonus-pack offers included in the attendee and speaker post-event email.
- Member Discount Program Offer promoted in both email alerts to members and the weekly PPA newsletter delivered to 64,000+ photographers.

## TRADE SHOW PERKS

- Imaging USA booth discounts: a discount of \$200 per booth on up to 4 booths.
- Trade show booth priority placement: upgraded priority booth placement when selecting a booth for Imaging USA.

# PPA CORPORATE MEMBERSHIP **GOLD** \$2,500

## WEBSITE PRESENCE

- 2 PPA Photo Workshops offers: place your offer in the PPA Photo Workshops bonus pack promoted online and given to attendees in over 100 studios across the country.
- 2 offers placed on the PPA Member Discounts page. The offers must be available to members for multiple purchases for at least one year (i.e. no single-use/flash-sale offers).
- Logo placed on PPA.com's corporate member page: lets PPA members know they should support you.
- Online advertisement for 2 months on the PPA website.

## EMAIL MARKETING

- Logo on the PPA weekly newsletter delivered to 64,000+ photographers.
- Logo and bonus-pack offers included in the attendee and speaker post-event email.
- 2 approved flash-sale offers with exclusive email promotion to photographers. These offers are typically big discounts of 40% available for a 2-3 day duration.
- Member Discount Program Offer promoted in both email alerts to members and the weekly PPA newsletter delivered to 64,000+ photographers.

## PRINT ADVERTISING

- Special advertising packages and discounts created quarterly throughout the year.

## TRADE SHOW PERKS

- Imaging USA booth discounts: a discount of \$200 per booth on up to 10 booths.
- Trade show booth priority placement: upgraded priority booth placement when selecting a booth for Imaging USA.

## SOCIAL MEDIA

- 1 PPA Facebook page product posting shared with our 211,000+ followers.

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# PPA CORPORATE MEMBERSHIP **PLATINUM** \$5,000

## WEBSITE PRESENCE

- Online advertisement for 2 months on the PPA website.
- 2 PPA Photo Workshops giveaways: place your offer in the PPA Photo Workshops bonus pack promoted online and given to attendees in over 100 studios across the country.
- 2 offers placed on the PPA Member Discounts page. The offers must be available to members for multiple purchases for at least one year (i.e. no single-use/flash-sale offers).
- Logo placed on PPA.com's corporate member page lets PPA members know they should support you.

## EMAIL MARKETING

- Logo on the PPA weekly newsletter delivered to 64,000+ photographers.
- Logo and bonus-pack offers included in the attendee and speaker post-event email.
- 3 approved flash-sale offers with exclusive email promotion to photographers. These offers are typically big discounts of 40% or higher available for a 2-3 day duration.
- 1 advertisement and sponsored article in Top Picks newsletter: create an ad and sponsored article featured in 1 of our weekly newsletters sent to 102,000+ magazine subscribers and PPA members.
- Member Discount Program Offer promoted in both email alerts to members and the weekly PPA newsletter delivered to 64,000+ photographers.

## SOCIAL MEDIA

- 1 PPA Facebook page giveaway shared with our 211,000+ followers.
- 1 PPA Facebook page product posting shared with our 211,000+ followers.

## PRINT ADVERTISING

- Special advertising packages and discounts created quarterly throughout the year.

## TRADE SHOW PERKS

- Imaging USA booth discounts: a discount of \$200 per booth on up to 20 booths.
- Trade show booth priority placement: upgraded priority booth placement when selecting a booth for Imaging USA.



# PPA CORPORATE MEMBERSHIP APPLICATION

## CONTACT INFORMATION (Please Print)

Primary Contact \_\_\_\_\_

Job Title \_\_\_\_\_

Email \_\_\_\_\_

Secondary Email \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

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

Website \_\_\_\_\_

## PPA CORPORATE MEMBERSHIP LEVEL

☐ Platinum: \$5,000    ☐ Gold: \$2,500    ☐ Silver: \$1,000

## PAYMENT METHOD

Credit card:    ☐ Visa    ☐ Mastercard    ☐ American Express    ☐ Discover    OR    ☐ Check enclosed

Credit card # \_\_\_\_\_

Name on card \_\_\_\_\_ Amount to be charged \$ \_\_\_\_\_ .00

Credit card address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip code \_\_\_\_\_

Exp. date \_\_\_\_\_ CVV code \_\_\_\_\_ Cardholder's signature \_\_\_\_\_

A one-year print and digital subscription (12 monthly issues) to *Professional Photographer* magazine is provided for the primary contact.

\$17.<sup>95</sup> of the corporate member dues are applied to *Professional Photographer* magazine and are non-deductible.

An application must be completed for each additional associate.

**RETURN THIS FORM  
OR JOIN ONLINE**

**MAIL:**

PPA

Attn. Sales Team

229 Peachtree Street, NE #2300

Atlanta, GA 30303

**FAX:** (+1) 404.614.6406

**EMAIL:** Your Sales Manager

**ONLINE:** [PPA.com/Apply](http://PPA.com/Apply)