



Professional
Photographers
of America



MEDIA
KIT

TABLE OF CONTENTS

General Information	2
Online Advertising	3
Online Advertising Packages.....	4
Social Media Boosted Posts	5
Sponsored Webinars	6
Corporate Membership	7

PLUG INTO THE MOST POWERFUL NETWORK IN PHOTOGRAPHY



PPA members could be your future customers! We have been the go-to resource for everything photographers need to grow their business since 1868 and remain the strongest international non-profit association created by professional photographers, for professional photographers. PPA supports more than 30,000 professional photographers in 50+ countries through education and resources for their continued success.

Professional Photographers of America offers a variety of partnership opportunities to help you connect with thousands from your target market. Take advantage of the many advertising, promotion, and exposure options and be more visible:

- Online Advertising

Get your products featured on PPMag.com!

- Educational Sponsorship

There's no better way to showcase your company's products than by plugging-in with the educational benefits offered to our membership.

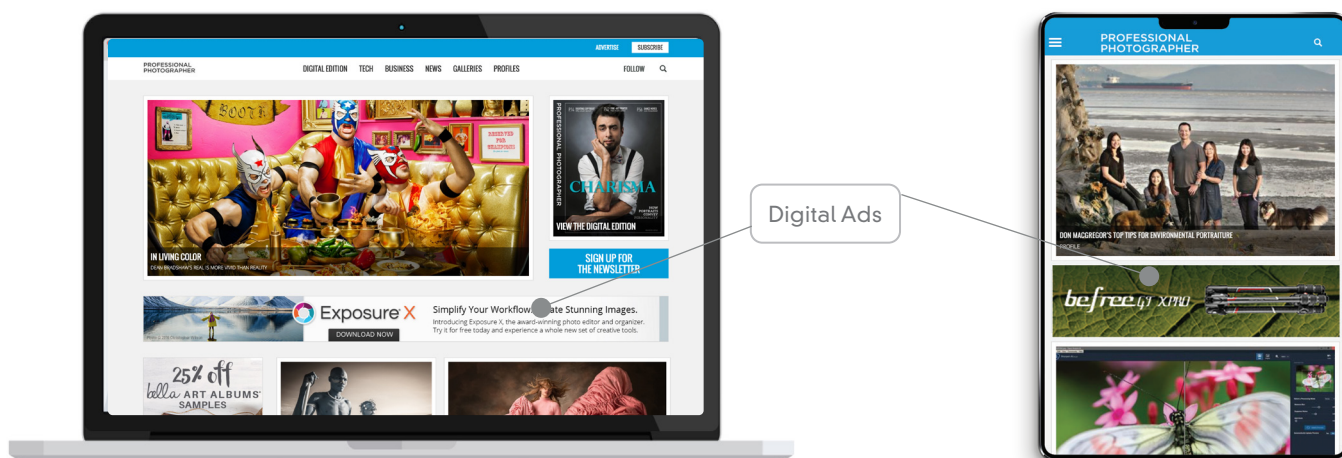
- Corporate Membership

Associate your company with the most reliable industry powerhouse, worldwide. Maximize your impact and spread your message to connect 30,000+ potential new clients!

ONLINE ADVERTISING

Promote your business through online networking and maximize your brand recognition to over 40,000 viewers! Every month, photographers use the Professional Photographer website to get news, tips, and product info to help them be more successful.

8:1 Leaderboard Display	Above or below the fold. Reach your prime prospects with one of the most visible ads. Both Home Page and Interior Pages available.		
	1318 x 165 pixels	1118 x 140 pixels	908 x 114 pixels
6:1 Super Leaderboard Display	Above the fold, on interior pages. Reach your prime prospects with the most visible ad.		
	1318 x 220 pixels	1118 x 187 pixels	908 x 152 pixels
1:2 Parallax Display	Large ad. This ad stays with users as they scroll down the page.		
	283 x 566 pixels	233 x 466 pixels	181 x 362 pixels
1:1 Parallax Display	Small ad. This ad stays with users as they scroll down the page.		
	283 x 283 pixels	233 x 233 pixels	181 x 181 pixels
4:1 Mobile Display	Inline ad. Attract potential customers with this mobile ad.		
	300 x 75 pixels		



Questions? Contact your PPA sales rep today!

MARINA ANDERSON
EASTERN REGIONAL MANAGER
937.902.8217
manderson@ppa.com

BRIAN SISCO
WESTERN REGIONAL MANAGER
404.522.8600 x230
bsisco@ppa.com

WAYNE JONES
DIRECTOR OF SALES & STRATEGIC ALLIANCES
404.522.8600 x248
wjones@ppa.com

ONLINE ADVERTISING PACKAGES

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

1

3-MO AGREEMENT

- 1 Exclusive email
- 1 Top Picks e-newsletter with
 - 1 sponsored-content article or
 - 1 boosted social media post – \$100
- 3 Months of banner ads and mobile ads on PPMag.com

2

6-MO AGREEMENT

- 2 Exclusive emails
- 1 E-newsletter with sponsored content article
- 1 Social media post – boosted \$100
- 6 Months of banner ads and mobile ads on PPMag.com

3

12-MO AGREEMENT

- 4 Exclusive emails
- 2 E-newsletters with sponsored content article
- 2 Social media posts – boosted \$100
- 12 Months of banner ads and mobile ads on PPMag.com

MATERIAL SPECS:

Banner Ad

Size to be determined in package
GIF, JPEG
Maximum file size: 1MB
Animation is allowed
No Flash

Mobile Display Ad

680px by 150px
GIF, JPEG
Maximum file size: 1MB
No Flash

PPA Facebook-page Sponsored Post

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

Exclusive Email Promotion

640 by 480px RGB graphic
JPEG, GIF or PNG
Maximum file size: 150k
Provide the copy for: subject line,
landing page URL, text version
of your message

Top Picks E-newsletter

DIGITAL AD: 650px by 300px
SPONSORED CONTENT:
You provide editorial content + 2
photos. One photo (650px by 190px)
for the e-newsletters and one
photo (500px by 400px) for the article
block on PPMag.com



Exclusive email	22-25% open rate
Top Picks e-newsletter	20% open rate
PPMag.com	Website averages 1.5 million impressions, 110K unique visitors
Social Media	Over 500k followers on 2 Facebook pages

Questions? Contact your PPA sales rep today!

MARINA ANDERSON
EASTERN REGIONAL MANAGER
937.902.8217
manderson@ppa.com

BRIAN SISCO
WESTERN REGIONAL MANAGER
404.522.8600 x230
bsisco@ppa.com

WAYNE JONES
DIRECTOR OF SALES & STRATEGIC ALLIANCES
404.522.8600 x248
wjones@ppa.com

SOCIAL MEDIA BOOSTED POSTS

USE OUR COMMUNITY OF PHOTOGRAPHERS FOR YOUR MARKETING EFFORTS

Reach professional photographers at a great price! Put your products and services in front of PPA's 300,000+ Facebook followers. We'll share your post to both PPA's and *Professional Photographer* magazine's Facebook feeds.

PACKAGE DETAILS:

2 posts on PPA's Facebook page

1 post on Professional Photographer magazine's Facebook page

Boosting for larger reach available for an add-on fee

MATERIALS TO SUBMIT:

- Post copy, 250 characters max
- URL (hyperlink)
- Preferred posting dates
- Post graphic: 1200 pixels wide by 630 pixels tall in JPEG, PNG or GIF formats
 - IMPORTANT: graphics for promoted posts can have no more than 20% text
 - You can test your image here: [facebook.com/ads/tools/text overlay](https://facebook.com/ads/tools/text_overlay)



Questions? Contact your PPA sales rep today!

MARINA ANDERSON
EASTERN REGIONAL MANAGER
937.902.8217
manderson@ppa.com

BRIAN SISCO
WESTERN REGIONAL MANAGER
404.522.8600 x230
bsisco@ppa.com

WAYNE JONES
DIRECTOR OF SALES & STRATEGIC ALLIANCES
404.522.8600 x248
wjones@ppa.com

SPONSORED WEBINARS

PPA offers members and non-members alike access to a steady stream of educational, live webinars and it's time to put YOUR company name on them!

These webinars take place 3 times a month and cover a variety of subjects ranging from IPS to post-production technique and everything in between.

Additionally, members get the added benefit of being able to replay these webinars wherever, whenever, and as many times as needed, as all webinars are recorded and available to members on PPA.com for free!



WHAT'S IN IT FOR YOU?

Great question.

- Your company logo on all promotional graphics and webinar opening slide
- Approximately 3 minutes at the end of the webinar to highlight a product or your company
- Promotional graphics featured on:
 - PPA's social media accounts leading up to the webinar date
 - The Upcoming Webinars page on PPA.com
 - The "PPA This Week" Newsletter sent out to our member base + subscribers
 - If selected, could be listed as the "Featured Video of the Month"

When you sponsor a webinar through PPA, you can take one of two routes:

1 Supply a Speaker

You put forward a speaker & create the content.

2 Sponsor a Speaker

Choose from one of the speakers already on the schedule!

Questions? Contact your PPA sales rep today!

MARINA ANDERSON
EASTERN REGIONAL MANAGER
937.902.8217
manderson@ppa.com

BRIAN SISCO
WESTERN REGIONAL MANAGER
404.522.8600 x230
bsisco@ppa.com

WAYNE JONES
DIRECTOR OF SALES & STRATEGIC ALLIANCES
404.522.8600 x248
wjones@ppa.com

PPA CORPORATE MEMBERSHIP

Becoming a Corporate Member will associate your company with the most reliable industry powerhouse: PPA. Stay connected with and be more visible to professional photographers worldwide.

Partner with PPA! It is the best way to intensify your impact and amplify your marketing message, giving you the chance to connect with 30,000+ potential new customers.



PPA CORPORATE MEMBERSHIP BENEFIT OVERVIEW

	SILVER \$1,000	GOLD \$2,500	PLATINUM \$5,000
WEBSITE PRESENCE			
Online advertisement for 2 months on the new, redesigned 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	✓	✓	✓
News/Updates placed on PPA.com's Articles page	✓	✓	✓
EMAIL MARKETING			
Logo on the PPA weekly e-newsletter delivered to 47,000 photographers	✓	✓	✓
PPA Photo Workshops giveaway, distributed to attendees in over 100 studios	✓	✓	✓
Approved flash-sale offer with exclusive email promotion to 30,000+ PPA members		✓	✓
Advertisement and sponsored article in Top Picks e-newsletter to 45,000 recipients			✓
SOCIAL MEDIA			
PPA Facebook page giveaway shared with our 140,000+ followers		✓	✓
PPA Facebook page product posting shared with our followers			✓
PRINT ADVERTISING			
Special advertising packages and discounts created throughout the year		✓	✓
TRADE SHOW PERKS			
Imaging USA booth discounts—a discount of \$200 per booth, up to 20 booths	✓	✓	✓
Trade show booth priority placement—upgraded booth selection placement	✓	✓	✓

Questions? Contact your PPA sales rep today!

MARINA ANDERSON
EASTERN REGIONAL MANAGER
937.902.8217
manderson@ppa.com

BRIAN SISCO
WESTERN REGIONAL MANAGER
404.522.8600 x230
bsisco@ppa.com

WAYNE JONES
DIRECTOR OF SALES & STRATEGIC ALLIANCES
404.522.8600 x248
wjones@ppa.com

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

WEBSITE PRESENCE

- 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.
- 1 offer on member benefits page—offer discounts and incentives directly to PPA members, promoted on the PPA website.
- Logo placed on PPA.com's corporate member page—lets PPA members know they should support you.
- News/Updates shared on PPA.com's Articles page—share your news, press release or updates with PPA members.

EMAIL MARKETING

- Logo on the PPA weekly e-newsletter delivered to 47,000 photographers.
- Logo and bonus-pack offer placed in all PPA Photo Workshops email promotions.

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 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 on member benefits page—offer discounts and incentives directly to PPA members, promoted on the PPA website.
- 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.
- News/Updates shared on PPA.com's Articles page—share your news, press release or updates with PPA members.

SOCIAL MEDIA

- 1 PPA Facebook page product posting shared with our 140,000+ followers.

EMAIL MARKETING

- Logo on the PPA weekly e-newsletter delivered to 47,000 photographers.
- Logo and bonus-pack offer placed in all PPA Photo Workshops email promotions.
- 2 approved flash-sale offer with exclusive email promotion to PPA members—These offers are typically big discounts of 40% or higher for members available for a 2-3 day duration.

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.

Questions? Contact your PPA sales rep today!

MARINA ANDERSON
EASTERN REGIONAL MANAGER
937.902.8217
manderson@ppa.com

BRIAN SISCO
WESTERN REGIONAL MANAGER
404.522.8600 x230
bsisco@ppa.com

WAYNE JONES
DIRECTOR OF SALES & STRATEGIC ALLIANCES
404.522.8600 x248
wjones@ppa.com

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 on member benefits page—offer discounts and incentives directly to PPA members, promoted on the PPA website.
- Logo placed on PPA.com's corporate member page – lets PPA members know they should support you.
- News/Updates shared on PPA.com's Articles page—share your news, press release or updates with PPA members.

EMAIL MARKETING

- Logo on the PPA weekly e-newsletter delivered to 47,000 photographers.
- Logo and bonus-pack offer placed in all PPA Photo Workshops email promotions.
- 3 approved flash-sale offer with exclusive email promotion to PPA members
These offers are typically big discounts of 40% or higher for members available for a 2-3 day duration.
- 1 advertisement and sponsored article in Top Picks e-newsletter—create an ad and sponsored article featured in 1 of our weekly e-newsletters sent to 45,000 magazine subscribers and PPA members.

SOCIAL MEDIA

- 1 PPA Facebook page giveaway shared with our 140,000+ followers.
- 1 PPA Facebook page product posting shared with our 140,000+ 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 _____

Primary contact job title _____

Email _____

Secondary email address _____

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 OR ☐ Check enclosed

Credit card # _____

Name on card _____ Amount to be charged ____\$____.00

Exp. date _____ Cardholder's signature _____

- A one-year print and digital subscription (12 monthly issues) to *Professional Photographer* magazine is provided for the primary contact.
- \$17.⁹⁵ 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: wjones@ppa.com

ONLINE: PPA.com/Apply