

2020 SOURCEBOOK



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Overview

The APA Sourcebook is a special benefit for APA photographers at the Leader or Professional membership level.

Each APA photographer receives a single free page featuring one image. Their name and URL appears under the image.

The APA Sourcebook is sent to art buyers/ producers at ad agencies, and editorial photo editors, across the country.

There is **no charge** to the eligible photographers.

Photographers may **upgrade** to a double page spread, featuring one or two images on the spread, for just \$500.

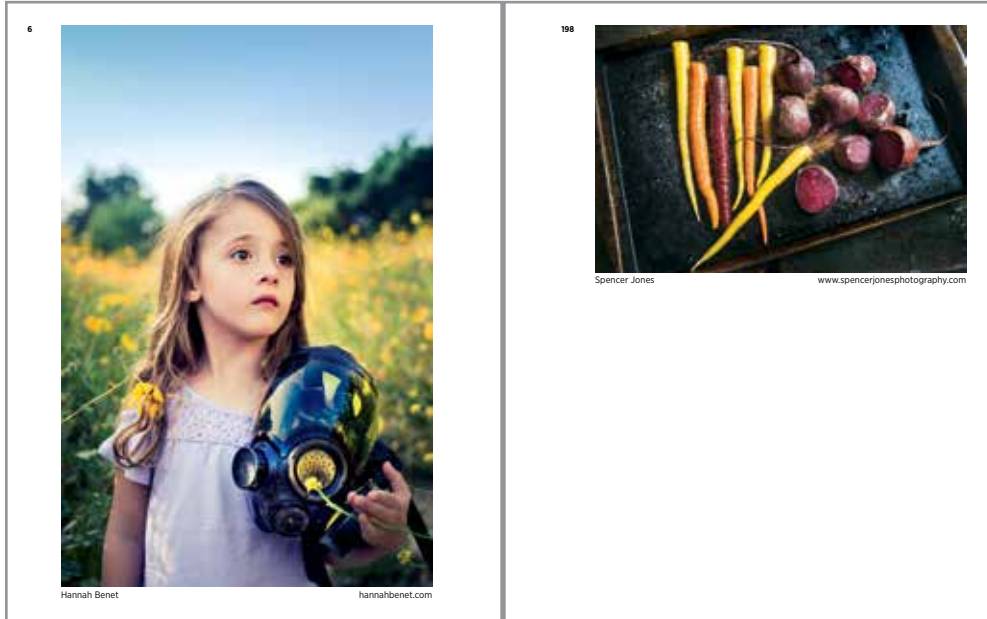
Onward »

Image Size Selection

Before selecting and preparing an image from your photo library for submission you need to decide the size ad you will be running. We have two options:

1. **Single Page (Free)**. The single page (free) Photoshop template download is on the next page.
2. **Double Page Spread (\$500)**. If you will be upgrading to a two page spread you have the choice between two layout options.

Free Single Page



We encourage you to use a vertical / portrait orientation image to maximize your exposure, landscape images must be reduced to the maximum width of the available image area.

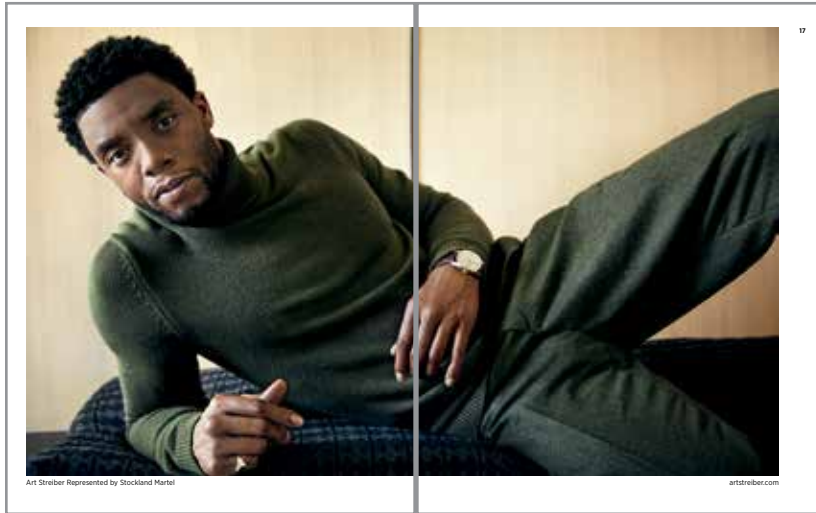
Note:

1. Please follow the instructions that are included in Photoshop template download.
2. Please select a vertical/portrait image for submission.
3. Name your file lastname_firstname.jpg
4. APA will typeset your name and web address. Upload an image only - with **no text**.
5. The Sourcebook does not have a bleed.

 [Download Template](#)

Double Page Spread (\$500)

Option 1 - Single image



1. Please follow the instructions that are included in Photoshop template download.
2. Name your file lastname_firstname_spread.jpg
3. APA will typeset your name and web address. Upload an image only - with **no text**.
4. The Sourcebook does not have a bleed.

[Single image template](#)

Option 2 - Two images



1. Please follow the instructions that are included in Photoshop template download.
2. Please name your file lastname_firstname_spread.jpg
3. APA will typeset your name and web address. Upload an image only - with **no text**.
4. Notice the Sourcebook does not have a bleed.

[Two image template](#)

Upload Instructions

1. Login to your account: <http://apanational.org/account/>
2. Top of the page select “Submit Image” button
3. Follow the instructions

If you **don't see** a “Submit Image” button you may not be an APA member at the Leader or Professional level. Please contact members@apanational.org with questions.

After uploading your submission a confirmation receipt will be sent to you from sales@apanational.org **(please white list)**.

When you receive the email confirmation, please look where it indicates:

1. File
2. Name
3. Website

The way the name and website are written here, is exactly how it will appear in the book. You can log on to your account to review the image you provided.

Terms & Conditions

- 1.** The publication is printed in CMYK and may not match the color you see on your monitor.
- 2.** We do not provide a color match.
- 3.** Each page is one image, one photograph, with no text.
- 4.** The image will be placed to fit in the live image area.
- 5.** APA assumes no liability to errors or omission in listings or on advertiser's pages.
- 6.** APA reserves the right to reject any image that is not in keeping with the association's standards or for any reason, deemed unfit, inappropriate or unacceptable by the association.
- 7.** All images are accepted and published by American Photographic Artists (APA) under the representation that the advertiser is authorized to publish the entire contents and subject matter.
- 8.** In order to distribute as many copies as possible to art buyers and photo editors, we do not provide copies to the participants.

Got Questions?

General questions about the Sourcebook or submitting your image please email: members@apanational.org

If you have questions about image selection please call or email:

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