

# 2021 / SOURCEBOOK

## Submission Guide

Submission deadline: October 22, 2020



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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. Your name, website address will be printed with your image. This year we are adding the option of including a location.

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.

You can [download a PDF of the 2020 Sourcebook](#) (13.6 MB).

Onward »



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# Image Size Selection

Before selecting and preparing an image from your photo library for submission you'll need to decide the size ad you will be running.

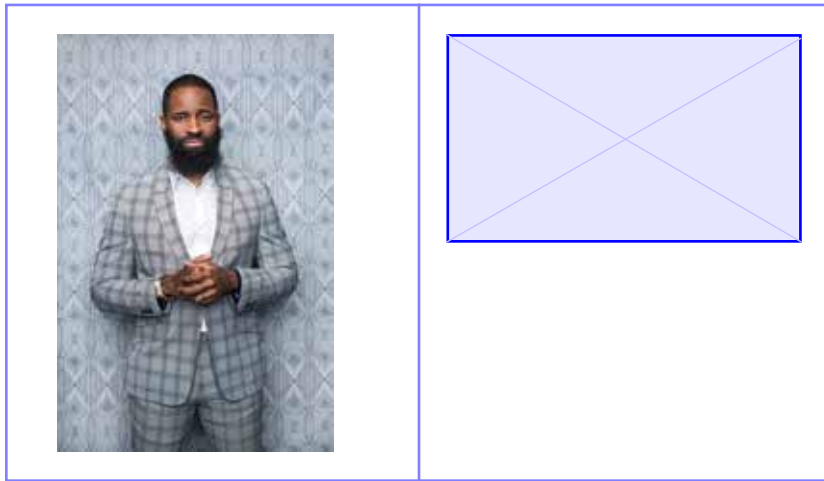
We have two options:

1. **Single Page (Free).** The single page 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.



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# 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.

[Download template](#)

*Image credit: Mary Rafferty*

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, web address, and location. Upload an image only—with **no text**.
5. The Sourcebook does not have a bleed.

# Double Page Spread (\$500)

## Option 1 - Single image



## Option 2 - Two images



[Download template](#)

[Download template](#)

*Image credit: Jena Cumbo (left), Jeff Engelstad*

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

# Upload Instructions

1. Log in to your MyAPA account at: <http://apanational.org/>
2. Top of the page select “Submit Image” button.
3. Follow the instructions.
4. If you don’t see a “Submit Image” button after logging in to your MyAPA account you may not be an active APA member at the Leader or Professional level. Please contact [members@apanational.org](mailto:members@apanational.org) with questions.

After uploading your submission a confirmation receipt will be sent to you from [sales@apanational.org](mailto:sales@apanational.org) (please add to your address book).

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

1. File
2. Name
3. Website
4. Location

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



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# 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 a single photograph, with no text added to the image itself.
4. The image will be placed to fit 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 ago to art buyers and photo editors, we only send a printed edition to participants who purchase a spread. A PDF version is available to you at no charge or you may purchase a copy.
9. It is expected in good faith that your Professional or Leader level membership is current when the book is distributed Spring 2021.



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# Got Questions?

General questions about the Sourcebook  
or submitting your image please email:

[members@apanational.org](mailto:members@apanational.org)

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

Juliette Wolf-Robin

National Executive Director

[executivedirector@apanational.com](mailto:executivedirector@apanational.com)

(917) 603-4756



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