

Sourcebook

2022



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Submission Guide



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Submission deadline: October 8, 2021

Overview

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

Each qualifying 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 2021 Sourcebook](#) (14.5 MB).

Image Size Selection

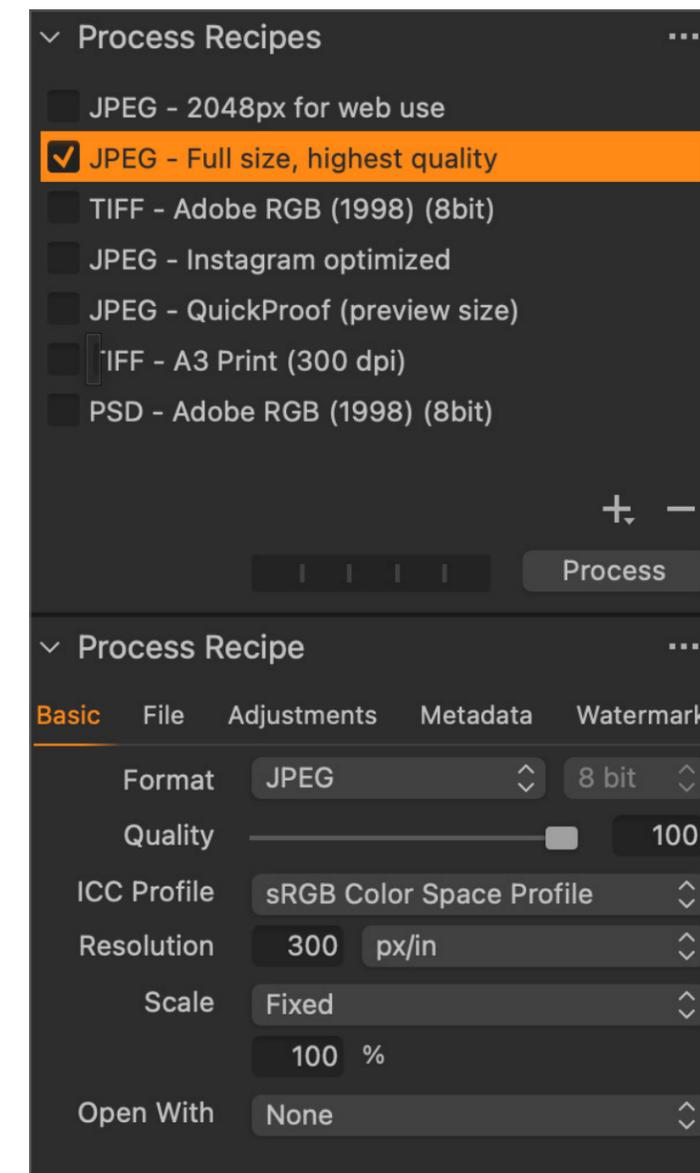
Before selecting and preparing an image from your photo library for submission you'll need to decide the size ad you will be running.

We have **two options**:

1. **Single Page (Free)**. The single page Photoshop template download is on page 6.
2. **Double Page Spread (\$500)**. If you will be upgrading to a two page spread you have the choice between two layout options (see page 6).

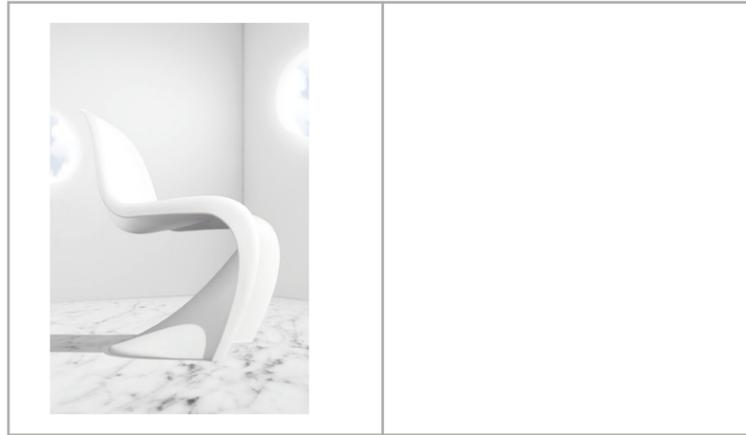
File Preparation

Output your hero image as a full resolution JPEG in the sRGB Color Space Profile as illustrated below from Capture One (use same settings in Lightroom). Then place and crop/resize your image in one of our Photoshop templates available for download on the following page.



Photoshop Templates

Image credit: Gene Lee



Single image - Free

[Download template](#)

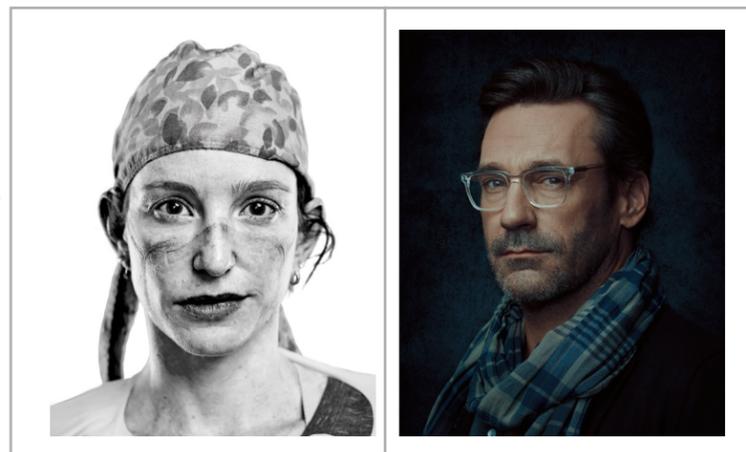
Credit: Kenton Robertson



Two Page Spread (\$500)
Single image

[Download template](#)

Credit: Daniel Bergeron



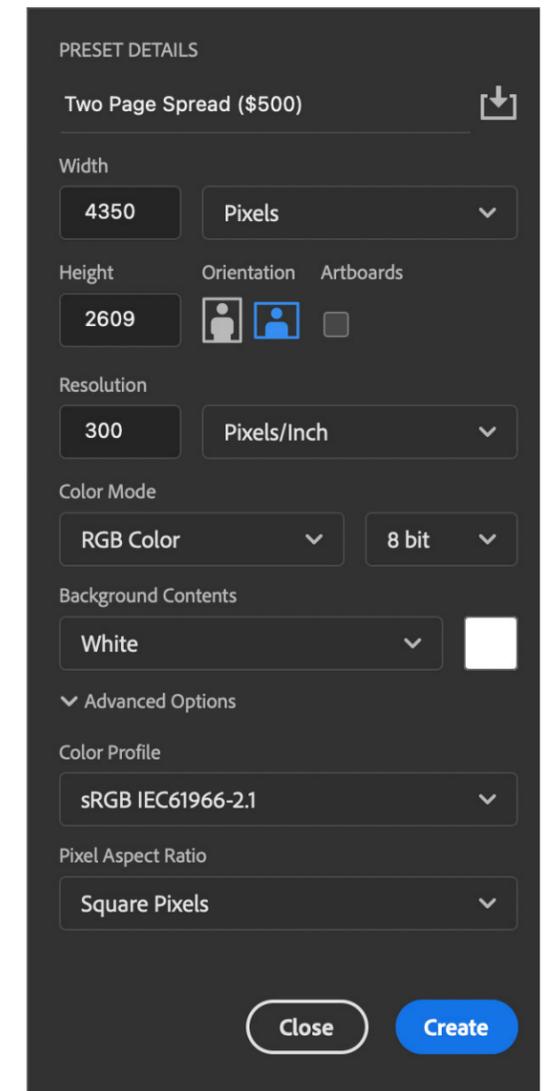
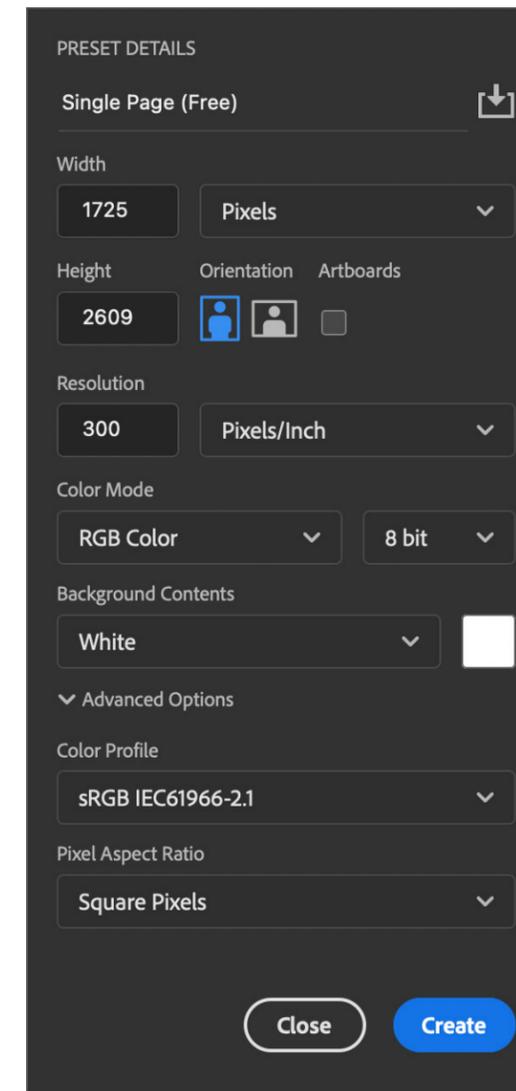
Two Page Spread (\$500)
Two images

[Download template](#)

Build Your Own File

If you would prefer to build your own file use the setting below. Specs:

1. Place your image to cover the entire artboard. You may need to resize or crop your image for best presentation. The Sourcebook does not have a bleed.
2. APA will typeset your name, web address, and location. **Upload an image only—with no text.**
3. Name your file lastname_firstname.jpg
4. **Note:** if you are upgrading to a two-page spread (\$500), the Photoshop templates on the previous page include guides for the book spine. We recommend using our template.



Instructions

Upload

1. Log in to your MyAPA account at: <https://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 with questions.

Email Confirmation

After uploading your submission a confirmation email will be sent to you from 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.

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 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 2022.

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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