

Sourcebook 2025

Submission Guidelines



Image by Stephen Paul

APA

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Overview

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

Each qualifying APA photographer receives a free single page featuring one image. Your name, website address, and location (optional) will be printed with your 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.

Looking for inspiration – you can [download a PDF copy of the 2024 Sourcebook](#) (17.6 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 2 options:

1. Single Page (Free)

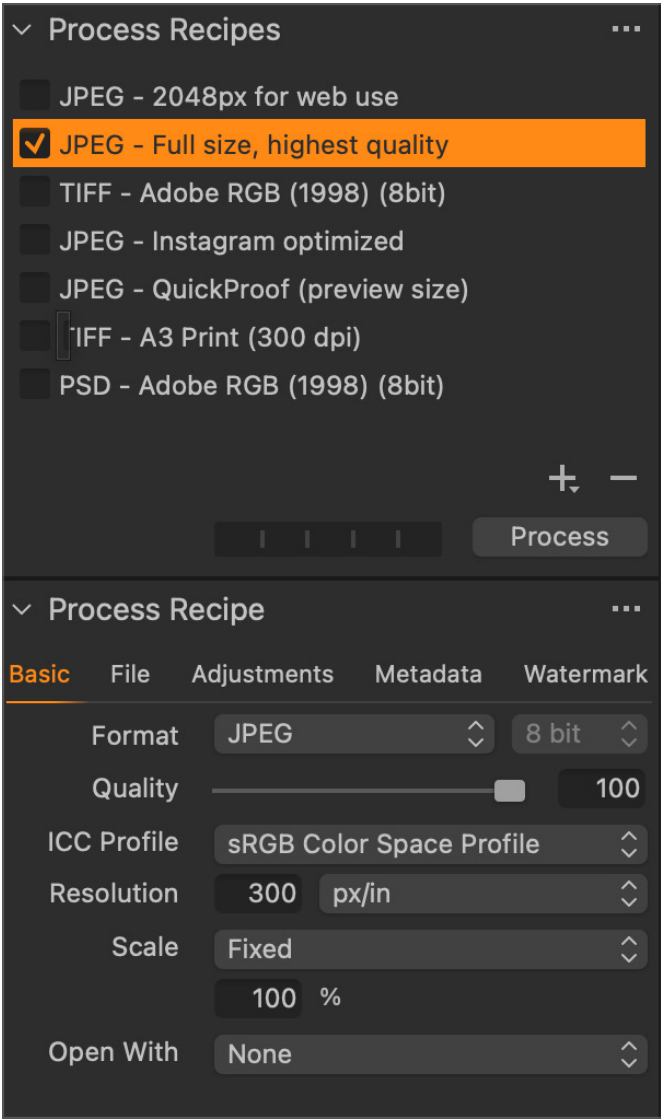
The single page Photoshop template download is on page 6.

2. Upgrade: Double Page Spread (\$500)

If you will be upgrading to a two page spread you have the choice between two layout options (see page 7).

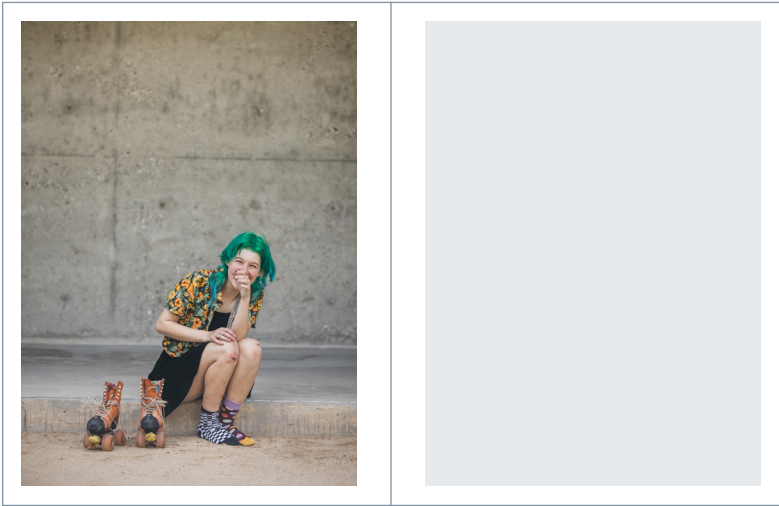
File Preparation

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.



Single Page (Free)

Single Image Free



Download

Image by Diana Feil

Note: all APA members at the ProPlus or Professional level can submit a single image (using the Photoshop template on this page) for placement in our 2025 Sourcebook at no charge.

Two-Page Spread Upgrade (\$500)

Option 1: Single image



Download

Image by Terry Vine

Option 2: Two image(s)



Download

Image by Elysa Weitala

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.
5. Please contact membershipprep@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.
9. It is expected in good faith that your Professional or Leader level membership is current when the book is distributed.

Got Questions?

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

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

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