



The Association of International  
Photography Art Dealers

2025 M Street NW Suite 800 Washington, DC 20036 USA  
Tel: +1.202.367.1158 Fax: +1.202.367.2158  
[advertising@aipad.com](mailto:advertising@aipad.com) [www.aipad.com](http://www.aipad.com)

# Advertise in the 2010 AIPAD Catalogue

## GET YOUR BRAND ONTO THE “SCENE” WITH AIPAD

Reserve your advertisement space in the *AIPAD 2010 Membership Directory and Illustrated Catalogue*, a widely-distributed publication that will showcase your brand to the most passionate collectors of fine art. AIPAD will release this publication at **The AIPAD Photography Show New York, March 18-21, 2010**, where more than 8,000 of the industry’s top collectors and curators will gather from all over the world. Following the Show, the catalogue will be available for purchase online, making your name visible to the most sought after prospective clients year-round.

## ADVERTISE WITH AIPAD FOR OPTIMAL VISIBILITY

Promoting your business with AIPAD is an instant boost to your credibility. In addition, reserving ad space in the *AIPAD 2010 Membership Directory and Illustrated Catalogue* will increase the reputation of your products and services. As an advertiser, you will:

- **Gain recognition** and attract an exclusive clientele your business otherwise may not have accessed before.
- **Showcase your brand** to an eclectic audience with high purchasing power and a genuine knowledge and appreciation of modern photography from all levels.
- **Demonstrate your commitment** to the public education of photography as art.

## AD SPECS AND OPTIONS

Select the size that best markets your products and services. Choose from any of the following options:

- Full-page color: \$2,200
- Full-page black-and-white: \$1,500
- Half-page color: \$1,000
- Half-page black-and-white: \$750

Additional advertising details, guidelines, and specifications can be found on the attached Advertising Space Reservation Form, which must be submitted to [advertising@aipad.com](mailto:advertising@aipad.com) or faxed to +1.202.367.2158 by **January 6, 2010**. AIPAD must receive all materials by **January 13, 2010**.

## WHAT IS AIPAD?

Founded in 1978, **The Association of International Photography Art Dealers (AIPAD)** represents more than 120 of the world’s leading galleries in fine art photography. AIPAD is dedicated to creating and maintaining the highest standards of scholarship and ethical practice in the business of exhibiting, buying, and selling photographs as fine art. The AIPAD Photography Show New York is the longest running and most prestigious exposition in the world dedicated to photography.

Don't wait! Reserve your ad space today. Contact AIPAD  
at **+1.202.367.1158** or [advertising@aipad.com](mailto:advertising@aipad.com).



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## AIPAD 2010 Membership Directory and Illustrated Catalogue Advertising Space Reservation Form

- Complete form and return to [advertising@aipad.com](mailto:advertising@aipad.com) or fax to AIPAD at +1.202.367.2158.
- Space reservation closes **JANUARY 6, 2010**.
- Materials due **JANUARY 13, 2010**.

Reserve the following advertising space for my company (check 1 option):

- |   |                   |   |                   |
|---|-------------------|---|-------------------|
| <input type="checkbox"/> Full-Page Color..... | US <b>\$2,200</b> | <input type="checkbox"/> Full-Page Black-and-White..... | US <b>\$1,500</b> |
| <input type="checkbox"/> Half-Page Color..... | US <b>\$1,000</b> | <input type="checkbox"/> Half-Page Black-and-White..... | US <b>\$750</b>   |

### LISTING INFORMATION Type or print neatly in dark ink:

Your Name \_\_\_\_\_ Authorized By \_\_\_\_\_

Company Name *exactly as you would like it to appear in the index* \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

### MECHANICAL SPECIFICATIONS

#### Advertisement Sizes

Full-page: 5 in. wide x 8 in. high trim size (no bleeds please).  
Half-page: 5 in. wide x 3 7/8 in. high.

#### Page Size

6 in. wide x 9 in. high.  
White margin 3/8 in. all sides.

#### Digital Files

Layout files should be created in one of the following programs: Adobe FreeHand, Adobe Illustrator, Adobe InDesign, Adobe Pagemaker, or QuarkXPress. PDF print-optimized files, high resolution, in CMYK format, are acceptable as long as all fonts are embedded. Include all fonts and graphics when sending files. Provide a color proof and laser showing final layout and color to be matched. Images or graphics can be sent in the following formats: Adobe Illustrator EPS, Adobe Photoshop EPS, EPS, and TIF.

#### Unacceptable Formats

GIF, JPG, low-resolution PDF, and low-resolution TIF. Generally, if file size is small (less than 300-400 KB), it is unacceptable for printing.

#### Resolution

Grayscale images: 350 DPI (best), though 275-300 DPI is acceptable.

Line art (1 bit): 800 to 1200 DPI for bitmapped graphics; for best results, use vector art EPS files such as those created by Adobe FreeHand or Adobe Illustrator.

#### Acceptable Media

CD-ROM, CDR, and DVD. We can no longer accept films due to our computer-to-plate workflow.

#### Sending Artwork

If you wish to send your files as e-mail attachments, send to [advertising@aipad.com](mailto:advertising@aipad.com).

Otherwise, please mail artwork to:

The Association of International Photography Art Dealers (AIPAD)

Attn: 2010 Catalogue Advertising

2025 M Street NW, Suite 800

Washington, DC 20036-3309 USA

Scan and e-mail completed form to [advertising@aipad.com](mailto:advertising@aipad.com)  
or fax to AIPAD at **+1.202.367.2158**

### QUESTIONS?

Contact AIPAD at +1.202.367.1158

or e-mail [advertising@aipad.org](mailto:advertising@aipad.org)