



The White House News Photographers Association announces the 2012 “The Eyes of History™” awards retrospective

The White House News Photographers Association is once again offering exclusive advertising space – both black and white and COLOR. Don't miss this opportunity to strengthen your company's support of the many photojournalism professionals who use your products while on assignment covering the world's headlines.

The Annual “The Eyes of History™” awards gala Retrospective is printed to feature each year's winners in the annual still, video and new media contests. Each guest at the gala receives a copy of the book. Most are high-profile leaders in the photojournalism and television industry, as well as other dignitaries in the Washington metropolitan area. We will also have the continuation of the WHNPA Student Photographer of the Year contest.

AD OPPORTUNITIES FOR THE GALA AWARDS BOOK

REMINDER: SIZES ARE PAGE SIZES, NOT ART SIZES. These special prices are based on camera-ready work.

FULL PAGE	\$2,375.00 (COLOR) OR \$1,875.00 (B/W)
HALF PAGE	\$1,775.00 (COLOR) OR \$1,575.00 (B/W)

By placing an ad in our “The Eyes of History™” awards book, directory or quarterly newsletter, your company will enjoy high visibility by many professionals, leaders and decision makers in the photojournalism industry, as well as an opportunity to increase your customer base. For more information on fees and conditions for the “The Eyes of History™” awards book, directory or quarterly newsletter, please contact Heidi Elswick via e-mail at heidi@whnpa.org. Please write for pricing of back cover and inside front and back cover advertising spaces.

Specifications for Ads

<u>Ad Type</u>	<u>Bleed Size</u>	<u>Trim Size</u>	<u>Live Area</u>
Full Page Bleed	8.75 w X 11.25 h	8.5 w X 11 h	7.5w X 10h
Single Pg Non-Bleed	7 w X 10 h		
1/2 Page Horizon. Bleed	7.5 w X 4.75h		
1/2 Page Non-Bleed	add to margin		

Electronic file: CMYK tiff or jpeg file with a resolution equal to 300 dpi. At actual size (including bleed, if applicable). InDesign or QuarkXPress layouts with all linked art (CMYK or grayscale) and fonts included. Ad files should be delivered on CD or DVD with a color proof or Matchprint AND a PDG of the final ad. They can also be delivered via email attachment.

Black & White: 133 line screen. Any photos to be stripped in will be billed to advertiser at trade rates. All black and white copy should be camera-ready film. **Four Color:** Negatives Right Reading, Emulsion Down.

The WHNPA cannot be held responsible for ads delivered in improper sizes and/or color formats.

**ALL ARTWORK FOR THE 2012 “THE EYES OF HISTORY™” AWARDS RETROPECTIVE MUST BE RECEIVED
NO LATER THAN March 1, 2012**

Please contact Heidi Elswick, WHNPA Executive Director, at: heidi@whnpa.org for any others questions on advertising delivery.