

Program Rates and Details 2010 / 2011

Overview

By Invitation Only
Five Books a Year
At-Edge.com
International Distribution
AtEdge News
Trade Advertising
Face-to-Face Networking Events

Program Rates

\$7900 for early reservations (5 payments of \$1580)
contract + 1/5 deposit by March 26, 2010

\$8400 for final reservations (5 payments of \$1680)
contract + 1/5 deposit by April 16, 2010

The program rate includes a spread in the January *Macroview* book, a spread in each of the four quarterly *Microview* books, a 50-image portfolio on the website at-edge.com, and the ability to submit current campaigns for the quarterly e-newsletter AtEdge News.

Reservation and Payment Schedule

Reserve by March 26 or April 16, 2010, with a 1/5 deposit and contract. Then make 4 equal payments on May 24, August 16 and October 4, 2010 and January 6, 2011.

A monthly payment plan is also available (equal payments from time of reservation through January 2011).

»» International Book Distribution

The AtEdge program consists of five different books published throughout the year and sent free of charge to creative professionals who hire photographers on a regular basis. Distribution focuses on the U.S. market, with selective circulation to art buyers at the most active ad agencies in Canada and Europe.

Four individual issues of AtEdge *Microview*, plus one larger-format *Macroview* book will be sent to the following markets:

Advertising agencies
Design studios
Major corporations with in-house art departments
Fashion industry
Book and magazine publishers
Record companies, television and movie studios

At-Edge.com

The AtEdge program includes a 50-image on-line portfolio with password-protected access to personal traffic statistics. At-edge.com features cross-referenced Specialty and Regional indexes. Photographer portfolios include a personal URL address, slide show image presentation, direct email and web contact links, and the ability to present a bio, client list, and news & exhibitions.

AtEdge News

Photographers participating in AtEdge may also submit content for our quarterly e-newsletter, which showcases imagery and information about current advertising and editorial campaigns. AtEdge News is e-blasted to creatives worldwide. This quarterly communication reinforces to the market that AtEdge is the place to find exceptional photographers for exceptional assignments. View our latest issue at www.at-edge.com/news.

Mailing Lists

Every AtEdge photographer is eligible to receive 15% off all Agency Access database services (www.agencyaccess.com).  [agencyaccess](http://www.agencyaccess.com)

Control Your Message

Each spread in a *Microview* or *Macroview* book is dedicated to a single photographer. Imagery always appears on the right-hand page. For extra impact, you may also choose to run imagery on the left-hand page in any individual book for an additional \$125.

The photographer's contact information is presented consistently throughout the books in a clean, clear look typeset by the publisher.

Production Charges

We request that all artwork be submitted as high resolution digital files. Traditional scans cost an additional \$175 each. Running imagery on the left-hand page of any spread costs \$125. We offer custom color adjustment service on digital files for \$45 per image.

Artwork and Distribution Schedule

The AtEdge production schedule puts your latest images in front of the art buyers within approximately 90 working days of submission.

Book 1 Microview #29	Size: 4.25 x 6" 9,000 copies	Distribution Date: October 2010 Artwork Deadline: May 24, 2010 Proofs: July 2010
Book 2 Macroview 2011	Size: 7.125 x 9" 16,000 copies	Distribution Date: January 2011 Artwork Deadline: August 16, 2010 Proofs: September 2010
Book 3 Microview #30	Size: 4.25 x 6" 9,000 copies	Distribution Date: March 2011 Artwork Deadline: October 4, 2010 Proofs: November 2010
Book 4 Microview #31	Size: 4.25 x 6" 9,000 copies	Distribution Date: April 2011 Artwork Deadline: November 29, 2010 Proofs: January 2011
Book 5 Microview #32	Size: 4.25 x 6" 9,000 copies	Distribution Date: June 2011 Artwork Deadline: January 24, 2011 Proofs: March 2011

Marketing Contact

Susan Baraz
201 West 70th Street, Suite 17D
New York, NY 10023
212 787 2412
310 828 5474
sbaraz@at-edge.com

Advisory Board

Jamie Appelbaum, Freelance Senior Art Buyer
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Beverly Don, Art Buyer, Merkley + Partners
Andrea Kaye, Vice President, McCann-Erickson, Inc.
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Published by:
Serbin Communications, Inc.
805 963 0439
800 876 6425
www.at-edge.com