

COMMISSIONS

A 15% agency commission is given to recognized agencies provided account is paid within 30 days of invoice date. A 5% discount is given on payment with insertion order. It is understood that all ads are accepted subject to our credit requirements.

PRODUCTION CHARGES

All non-digital ads requiring production work by **VIEWCAMERA**® and/or our printer will incur an additional charge of \$125.00 to the advertiser.

PAYMENT

All advertising bills are due 30 days after the billing date. Advertisers will be supplied with two tear sheets with their invoice for each issue. Bills not paid in full within the 30 days are subject to a 1.5% finance charge each month. Advertisers who fall two issues behind in their payments will have all future ads withheld until their account is paid in full. Advertisers who fall into this category will not be protected from rate increases that occur during their cancellation period.

CONTRACT REGULATIONS

The advertiser agrees to indemnify and protect the publisher from any claims or expenses resulting from the advertiser's unauthorized use of any name, photograph, sketch, or words protected by copyright or registered trademark. The publisher is not liable for errors in key numbers or in other type set by the publisher.

Advertising that simulates editorial must carry the word **ADVERTISEMENT** at the top in eight point type.

Advertising copy that is submitted camera ready must be at least eight-point type for clear reproduction. **VIEWCAMERA**® will not be responsible for any artwork submitted that reproduces at less than eight point.

INSERTS

Page rate for a two page insert is 75% of contract rate for full page ads. Page rate for a four page insert is 50% of the contract rate for a full page. There is a \$600.00 charge for tip-in.

DIGITAL FILES

All ads should be sent in a digital format (see Digital File Submission Guidelines).

ARTWORK

Steve Simmons

PO Box 2328/373 Windover Lane
Corrales, NM 87048

PERSONNEL

PUBLISHER/EDITORIAL DIRECTOR

Steve Simmons

MANAGING EDITOR

Steve Simmons

CONTRIBUTING EDITORS

Michael More

Kerry Thalmann

OFFICE MANAGER

Andrea Miles

ASSISTANT TO THE PUBLISHER

Andrea Miles

2010 EDITORIAL CALENDER

Product Reviews/Surveys

January/February 2010

Linhof Cameras

March/April 2010

Consumer/Desktop Scanners

May/June 2010

Consumer Desktop Printers

July/August 2010

Light Meters

Sept/Oct 2010

Low Cost Lighting

Nov/Dec 2010

Digital Back for 4x5 Cameras

VIEWCAMERA®

General Advertising Rates
Effective Fall 2008–Fall 2009
For Advertising Ordered Before
January 1, 2010

Rate Card 20

VIEWCAMERA®
P.O. Box 2328
Corrales, NM 87048

Phone 505-899-8054
Fax 505-899-7977
www.viewcamera.com

e-mail
largformat@aol.com
amiles@viewcamera.com

Circulation
16,500

THE LARGE-FORMAT MARKET

VIEWCAMERA® is specifically aimed toward the large-format photographer. Each issue provides in-depth interviews with portfolios by respected photographers, new and used equipment reviews, workshop listings, and articles providing technical information for the large-format photographer that cannot be found in any other publication. In addition, we have many regular features in each issue, including product reviews (cameras, films, darkroom), photographer profiles, etc.

VIEWCAMERA® is an unbeatable buy for advertising space to reach the dedicated commercial and fine art photographer. Our publication is so precisely targeted to these buyers, and our place in the photographic industry is so respected, that your ad in **VIEWCAMERA®** will be an essential component in your overall marketing plan. Several of our advertisers have remarked, "...you don't have readers, you have buyers!"

To discuss an advertising campaign for your company, please call us at your convenience.

(505) 899-8054

GENERAL ADVERTISING RATES BLACK-AND-WHITE ADS

	1 Page	1/2	1/3	1/4	1/6
1 Time	\$1,400	\$995	\$700	\$580	\$480
3 Times	\$1,275	\$965	\$665	\$545	\$445
6 Times	\$1,195	\$925	\$625	\$515	\$420
10 Times	\$1,125	\$885	\$595	\$480	\$390

FOUR COLOR ADS

	1 Page	1/2	1/3
1 Time	\$1,950	\$1,495	\$1,200
3 Times	\$1,750	\$1,350	\$1,125
6 Times	\$1,500	\$1,275	\$1,050

Additional colors are \$500.00 each.

PREFERRED POSITIONS

COVER II	1 Time	\$1,550
	6 Times	\$1,375
COVER III	1 Time	\$1,350
	6 Times	\$1,250
COVER IV	1 Time	\$1,750
	6 Times	\$1,550

Four color ads are an additional \$500.00.

MECHANICAL REQUIREMENTS

	Width	Length
Full Page (two columns)	7"	10"
Bleed	8 ³ / ₄ "	11 ¹ / ₈ "
Trim Size	8 ¹ / ₂ "	10 ⁷ / ₈ "
Half-Page Island	4 ¹ / ₂ "	7 ⁷ / ₁₆ "
Half-Page Horizontal	7"	4 ⁷ / ₈ "
Half-Page Vertical	3 ⁷ / ₁₆ "	10"
One-Third Page Square	4 ⁵ / ₈ "	4 ⁷ / ₈ "
One-Third Page Vertical	2 ¹ / ₄ "	10"
Fourth-Page Vertical	3 ⁷ / ₁₆ "	4 ⁷ / ₈ "
Sixth-Page Square	3 ⁷ / ₁₆ "	3 ¹ / ₈ "
Sixth-Page Vertical	2 ¹ / ₄ "	4 ⁷ / ₈ "

BLACK AND WHITE

We use a 133 or 150-line screen for the best possible reproduction. 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.

CLOSING DATES

Cover Date	Reservation	Materials
Jan/Feb 10	Dec. 1	Dec. 10
Mar/Apr 10	Feb. 1	Feb. 10
May/June 10	April 1	April 10
July/Aug 10	June 1	June 10
Sept/Oct 10	Aug. 1	Aug. 10
Nov/Dec 10	Oct. 1	Oct. 10

CONDITIONS

- The publisher shall not be liable for any costs or damages if, for any reason, it fails to publish an advertisement.
- The advertiser will be billed for advertising if cancellation occurs after the reservation closing date. All cancellations must be in writing.
- The publisher shall hold advertisers and/or its advertising agency liable for monies due and payable to the publisher for advertising that the advertiser or its agency ordered, and for which advertising was published.
- Placement of advertisements is the discretion of the publisher except when the advertiser pays for a preferred cover position, and/or if the publisher promises a specific position in writing.
- All rates will be subject to change by the publisher. All contracts will be honored at the current contract rates regardless of any rate changes. Contracted space must be used within 12 months of contract date.
- The publisher reserves the right to approve all advertising.
- In the event of a lawsuit, the loser pays all attorney and legal court fees. Lawsuits by the publisher for advertisers nonpayment shall be heard in the state of the editorial office of *View Camera*.
- Short Rates/Rebates - Advertisers will be short-rated if, within a one year period from the date of their first insertion, they do not use the required number of insertions to warrant the billing rate used. Advertisers who use sufficient additional insertions will be rebated to bring their billings down to the appropriate lower rate.

BLEED

A 10% bleed charge is applied to both color and black-and-white ads when applicable.