

Q&A ADVERTORIAL

Take a fresh approach to communicating with customers with Professional Photographer's Q&A advertorial. An advertorial positions your company as an expert resource, so photographers will understand why they need you. Advertorial messaging is different from advertising: You choose the topic and then teach readers something they need to know. Address their needs by giving them information they can use, and they'll understand why you're an important part of their industry.



FEATURES

- Exclusive to one advertiser per issue
- Front-of-book positioning

MATERIAL SPECS

- 3-6 Images – 9”w x 12”l
- CMYK files only
- High-res 300 dpi PDF, TIFF or JPEG file formats
- Company name
- High-res logo
- Product name
- Website
- 2-page spread
- 900 - 1,000 words of copy
- Submit files to: dtodd@ppa.com

CONTACT YOUR SALES REPRESENTATIVE OR VISIT PPA.COM/MEDIAKIT

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