

## Photographers Gallery Rates

As of August 1<sup>st</sup> we are going to begin charging for your listing in the **Photographers Gallery** on our website. And we're making it easy for you. Insertions are monthly. Deadlines for inclusion are 10 days prior to the first of every month, i.e. The **deadline for August 1<sup>st</sup> is July 21<sup>st</sup>**.

Our rates for this service are amazingly low and they will stay low. In order for this listing to be useful to our readers, it needs to be comprehensive and sustainable for our photographers. The more comprehensive it is, the more readers will go to it for information, and the more successful you (and we) will be.

### So, this is what we are going to do:

- You can change the content of your listing once a month. If there has been a mistake or typo it will be edited within one business day.
- The minimum contract is for 3 months (3 insertions). We will require a credit card which will be billed at the beginning of each month.
- If you wish, you can pay in advance for the full contract of either 3 or 12 months and you will receive 10% discount (see below).
- If you run a continuous ad in the paper there is a reduced rate for your listing on the web (see below).

### Rates if Paying Monthly

	<b>Cost per insertion</b> <small>(3-11 insertions equals 3-11 months)</small>	<b>Cost per insertion</b> <small>(12 insertions equals 12 months)</small>
With Ad in Paper	\$165 (\$55/month)	\$540 (\$45/month)
No Ad in Paper	\$225 (\$75)	\$780 (\$65)

### Rates if Pre Paying

	Pay Monthly	Months	Total	Pre-Pay Discount	Total Discount	Pre-pay Total
With Ad in Paper	\$55	3	<b>\$ 165.00</b>	10%	\$16.50	<b>\$148.50</b>
	\$45	12	<b>\$540.00</b>	10%	\$54.00	<b>\$486.00</b>
No Ad in Paper	\$75	3	<b>\$225.00</b>	10%	\$22.50	<b>\$202.50</b>
	\$65	12	<b>\$780.00</b>	10%	\$78.00	<b>\$702.00</b>

Connie Dix  
 PerformInk Advertising  
[ads@performink.com](mailto:ads@performink.com)  
 708/647-8100