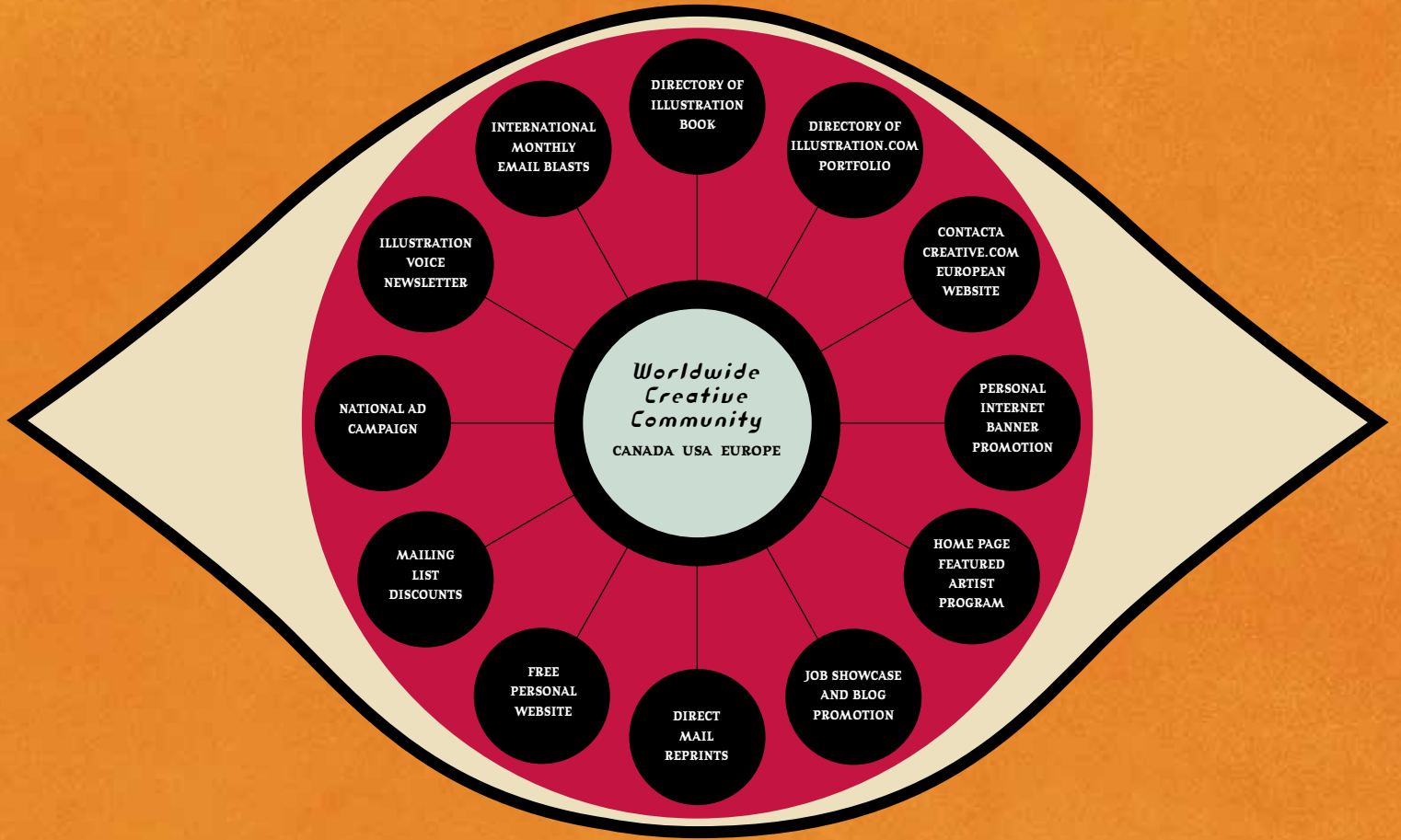


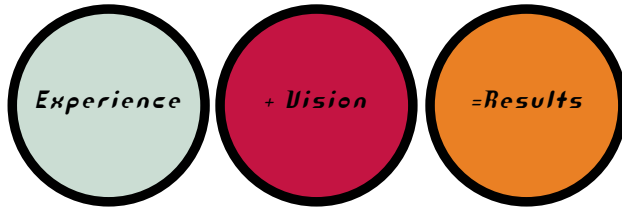
DIRECTORY
of
ILLUSTRATION

— ● —
29

Web + Print Marketing Program







"My wife, Eve Steccati, and I are both illustrators. For many years, we have been marketing our work in the DIRECTORY OF ILLUSTRATION. At the beginning of last year I decided to focus on sending out emails and direct mail instead of print advertising. However, I was bombarded with jobs for 15 large illustrations that were linked directly to my previous year's print and web advertising with the DIRECTORY. I quickly decided to advertise in DI again."

RON TRNOVITZ

It is not by accident that the world's top illustrators and representatives rely upon the DIRECTORY OF ILLUSTRATION and the website DIRECTORYOFILLUSTRATION.COM as their primary marketing venues.

With over 34 years' experience, Serbin Communications has the creative vision to provide you with a very aggressive and dynamic worldwide marketing program. We have our fingers on the pulse of the international illustration market 24/7 and we are the clear leader in three important illustration markets (commercial illustration, medical illustration and toy & game illustration). We know how to put your work in front of the creatives who actively buy and use illustration all year long.

We invite you to learn more, and hope you will be part of the far-reaching DIRECTORY OF ILLUSTRATION #29 marketing program for 2012-13. SINCERELY, GLEN SERBIN » PUBLISHER





SUMMARY OF PROGRAM BENEFITS

The most active creatives find great artists for great assignments by searching DIRECTORYOFILLUSTRATION.COM and referencing the annual print edition of DIRECTORY OF ILLUSTRATION. Our double exposure web + print marketing program gives you the widest coverage and a variety of tools, including:

1 50 PORTFOLIO IMAGES ON DIRECTORYOFILLUSTRATION.COM

Reserve your ad in DIRECTORY 29 by December 15 to get 50 portfolio images (per page) and up to two years of online exposure. See page 4.

2 DISTRIBUTION & OUTREACH TO TOP CREATIVES

18,000 creatives will receive DIRECTORY 29 in January of 2013. Our distribution covers the largest and most eclectic mix of illustration buyers in the industry. We also reach out to thousands of art directors in the U.S., Canada and Europe with monthly e-blasts and the quarterly *Illustration Voice* newsletter that promotes the DIRECTORY and DIRECTORYOFILLUSTRATION.COM. See page 5.

3 MAKE CONTACT WITH THE EUROPEAN MARKET

We've partnered with Contact, the leading talent directory in the UK and Europe, to give you extra worldwide web exposure. DIRECTORY 29 advertisers can showcase 20 free portfolio images on *ContactACreative.com*. We also cross-promote DIRECTORYOFILLUSTRATION.COM with a prominent link on the *Contact* home page.

4 INDIVIDUAL INTERNET BANNER PROMOTION

Every DIRECTORY 29 artist will be featured in rotating banners on our home page and major industry websites. See page 4.

5 FREE REPRINTS FOR DIRECT MAIL

500 book stock reprints are included with every ad.

6 FREE PERSONAL WEBSITE DESIGN

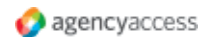
SiteDesignWorks.com, our internet design and hosting division, will design your personal website for free when you advertise in DIRECTORY 29. This \$475 value is included. See page 11.

7 NATIONAL AD CAMPAIGNS - CO-BRANDING OPPORTUNITIES

We regularly advertise the DIRECTORY in leading trade publications like the *Communication Arts Illustration Annual*.

8 MAILING LIST DISCOUNT FROM AGENCY ACCESS

When you advertise in DIRECTORY 29 you are eligible for a 15% discount off all Agency Access database services (www.agencyaccess.com).



"We've had a record year, thanks in no small part to our ongoing participation in the DIRECTORY OF ILLUSTRATION. We have a substantial block of pages, giving each artist ample space to effectively represent their work. The program has given our artists the quality of global exposure they need in today's marketplace."

ANDREW CONINGSBY, DÉBUTART.COM



DIRECTORYOFILLUSTRATION.COM PORTFOLIO

DIRECTORYOFILLUSTRATION.COM is an active illustration portal where art buyers can quickly find, compare, contact and collaborate with the most talented and experienced artists working today. Portfolio searches by specialty, style, technique and subject are just a click away with easy-access keyword menus.

<p>HOME PAGE JOB SHOWCASE ONLINE PORTFOLIO ROTATING BANNER RSS BLOG FEED</p>		<p>RESERVE BY DECEMBER 15 Get 50 online images (per page)</p> <p>RESERVE BY MARCH 7 Get 30 online images (per page)</p> <p>RESERVE BY APRIL 5 Get 20 online images (per page)</p>
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EARLY RESERVATIONS GET EXTRA IMAGES + UP TO TWO YEARS ONLINE

1 DYNAMIC PORTFOLIOS –

UPLOAD NOW / UPDATE ALL YEAR LONG

Reserve a page in DIRECTORY 29 now and start promoting your work on DIRECTORYOFILLUSTRATION.COM right away. Early-Birds get bonus images and up to two years online. You'll have unlimited 24/7 access to manage your portfolio through December 31, 2013.

2 SHOW OFF WITH OUR JOB SHOWCASE

Art directors really want to see who else is hiring you. Upload a job you are especially proud of, along with details about the assignment. Our home page and *Illustration Voice* newsletter highlight the most recent commercial projects.

3 PROMOTE YOUR BLOG

Keep the creative community up-to-date by posting a live RSS feed. Links to the most current blogs are listed on our home page. Just another way we drive traffic home to you.

4 HOME PAGE MONTHLY FEATURED ARTIST PROGRAM

Every DIRECTORY artist has the opportunity to reserve prominent Home Page Featured Artist spaces. Featured Artists are seen every single time someone visits the home page (approx. 20,000 impressions per month). This increased exposure to home page visitors results in a significant traffic boost for artists during the months they are featured. Ask your marketing representative for details and cost of participation.

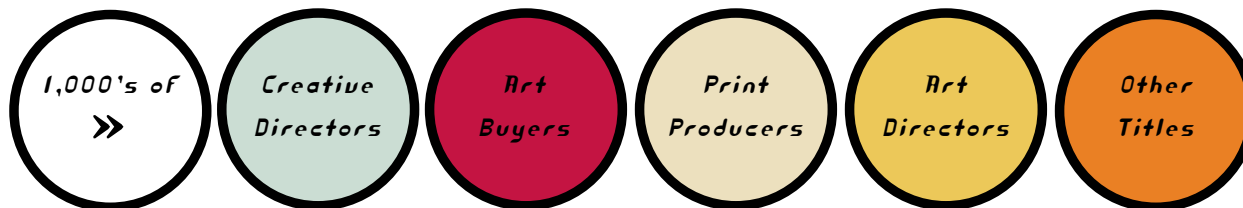
5 PERSONAL BANNER ADS PROMOTE YOU ON MAJOR INDUSTRY WEBSITES

Every advertiser gets a personal banner in our rotation on websites. When visitors click on a banner with your name and image they link straight to your portfolio at DIRECTORYOFILLUSTRATION.COM. Your unique banner also rotates on our home page.

DISTRIBUTION FORMULA

Promote your talents in the **DIRECTORY OF ILLUSTRATION** and take advantage of one of the largest creative distribution networks in the United States.

DIRECTORY 29 will be distributed in January 2013 to an eclectic mix of 18,000 art buyers, art directors, creative directors, print producers and other titles responsible for hiring artists on a regular basis.



+ 15,000 UNIQUE VISITORS A MONTH TO DIRECTORYOFILLUSTRATION.COM

1 DISTRIBUTION FOCUSES ON THESE MARKETS:

- Advertising Agencies
- Design Firms
- Fortune 500 Corporations with in-house art departments
- Consumer Magazines
- Trade Magazines
- Book Publishers
- Entertainment, Motion Picture & Recording Industries
- Toy & Interactive Game Companies
- Hi-Tech Computer & Software Markets
- Product & Packaging
- Beauty & Fashion
- National Award Winners

2 E-PROMOTION AND OUTREACH

Distribution is cross-promoted with national advertising, internet banners and industry sponsorships. Monthly email blasts and our quarterly *Illustration Voice* newsletter are also sent to additional creatives around the world who do not receive the printed book. This introduces an even wider audience of qualified international art buyers to DIRECTORYOFILLUSTRATION.COM, and reinforces to the market that the **DIRECTORY** is the place to find exceptional artists.

3 TARGET YOUR TOP 25 VIP CLIENTS

Give us the names of 25 U.S. art directors and we'll include them in our distribution. We'll also send you certificates to mail to your "hot list" to announce that **DIRECTORY 29** is being sent to them at your request.



DIRECTORY 29 ADVERTISING PACKAGE RATES

The sooner you reserve, the sooner your marketing investment will start to work for you. \$275/page deposit by December 15 locks in our best package at the lowest rate. Get started today — post up to 100 images on DIRECTORYOFILLUSTRATION.COM and receive an extra year on-line.

JOIN OUR COMMUNITY NOW - EARLY-BIRD RESERVATION DEADLINE: DECEMBER 15

RESERVE BY DECEMBER 15, 2011

Single Page Marketing Package • Includes 50 portfolio images **\$2495**

Two-Page Spread Marketing Package* • Includes 100 portfolio images **\$4080**

\$275 per page deposit due with contract. Pay the balance in 3 installments: March 7, May 3 and July 6, 2012. Or pay monthly through August 2012 with our automatic 9-pay plan.

RESERVE BY MARCH 7, 2012

Single Page Marketing Package • Includes 30 portfolio images **\$2595**

Two-Page Spread Marketing Package* • Includes 60 portfolio images **\$4230**

33% deposit due with contract. Pay the balance in 2 installments: May 3 and July 6, 2012. Or pay monthly through August 2012 with our automatic 6-pay plan.

RESERVE BY APRIL 5, 2012

Single Page Marketing Package • Includes 20 portfolio images **\$2695**

Two-Page Spread Marketing Package* • Includes 40 portfolio images **\$4440**

33% deposit due with contract. Pay the balance in 2 installments: May 3 and July 6, 2012. Or pay monthly through August 2012 with our automatic 5-pay plan.

*Spread Packages = Greater Impact + Best Value (get the second page for as little as \$1585)
The same artist must appear on both pages to earn the spread rate.

EVERY DIRECTORY 29 MARKETING PACKAGE INCLUDES:

- » DIRECTORYOFILLUSTRATION.COM online portfolio (up to 100 images for December 15 reservations - see to the left).
- » Bonus European web exposure - 20 free images on ContactACreative.com, the leading online talent resource in the UK and Europe.
- » 500 reprints of your ad for direct mailings.
- » 15% discount off AgencyAccess.com mailing lists.
- » Free personal website design from SiteDesignWorks.com (you can even give your credit to a friend).



BOOK PRODUCTION DETAILS

Our production department is here to help you create the perfect ad.



CONTACT PRODUCTION@SERBIN.COM OR CALL 800-876-6425 EXT.223
IF YOU HAVE TECHNICAL QUESTIONS OR NEED SUPPORT.

1 DIGITAL SUBMISSIONS - NO DIGITAL FILE FEES

We do not charge for production when you submit a complete, high-resolution file and proof to meet our specifications. We include pre-flight review of your file to make sure it is ready for press.

2 MARKETING ADVICE & PROFESSIONAL PAGE DESIGN SERVICE

Our marketing representatives can advise you on image selection and marketing direction for your ad. There is no charge for this collaboration. If you need a professional to design your final ad there will be a charge of \$275 per page or \$450 per spread. Contact our production department prior to the May 3rd artwork deadline to make arrangements for this service.

3 REPRINTS

Each ad includes 500 reprints on the same paper stock as the book. All reprints will be trimmed to 8-1/2 x 11".

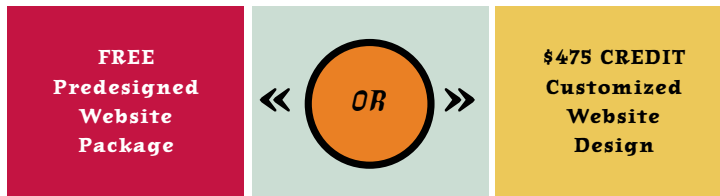
"The illustration market has been assaulted by microstock and royalty free imagery over the past five years, forcing the best of artists to re-evaluate their marketing plans for survival. In this critical environment, the obvious choice for me and the artists I represent is the DIRECTORY OF ILLUSTRATION based on its proven superior ability year after year to attract high quality, high paying assignments."

DAVID GOLDMAN, DAVID GOLDMAN AGENCY



FREE PERSONAL WEBSITE DESIGN

Every DIRECTORY 29 advertiser is eligible for free website design through SiteDesignWorks, our web design and hosting division. Choose between a free predesigned website package or a \$475 credit towards a customized website design.



*FOR YOURSELF... OR FOR A FRIEND... SITEDESIGNWORKS CREDIT IS TRANSFERABLE!
VISIT SITEDESIGNWORKS.COM OR ASK YOUR MARKETING REPRESENTATIVE FOR MORE INFORMATION.*

» CONTROL

You personally control all the text on your site, and you can update it at any time, as often as you like, for no additional charge.

» CHOICE

We have dozens of design options to choose from. Use your own domain name.

» EXPANSION

Your website includes 23 free starter images. Additional images are \$11.50 each, or upload an unlimited number for \$137.50 per year.

» HOSTING FEES AND OPTIONS

SiteDesignWorks websites are hosted on our own fast, reliable servers, and are monitored 24/7 by our experienced technical team. Monthly hosting fees start at \$22/month. Add a personalized email address for a professional presentation, or sign up for traffic reporting so you can monitor your website's progress on Google and other important search engines.

» SITEDESIGNWORKS MATERIALS DEADLINE

February 2, 2012 (early-bird) or June 25, 2012 (final submissions)

The initial deadline for SiteDesignWorks copy and images is February 2, 2012. However, SiteDesignWorks can build your free website as soon as you have made your first deposit towards DIRECTORY 29.



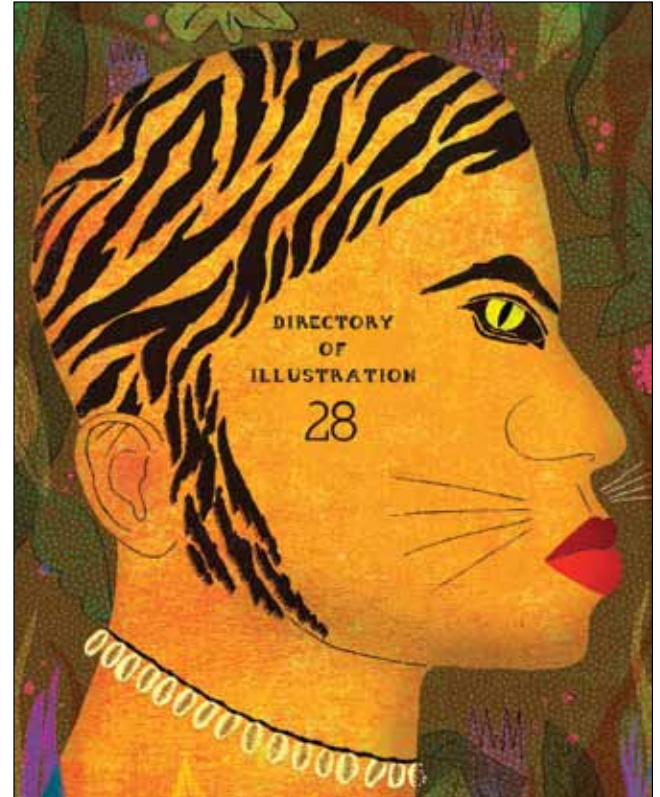
BOND WITH ART BUYERS FROM COAST TO COAST & AROUND THE WORLD

Over the past 28 years we have connected thousands of artists with qualified art buyers. Online and in print, we put you everywhere you need to be.

"The DIRECTORY OF ILLUSTRATION has been an amazing boon to my business. After spending years on the fence about whether to advertise, I finally took the leap and have now had inquiries from top ad agencies, major apparel companies and editorial publications that were off the radar of my mailing list subscription. The DIRECTORY has paid for itself many times over - I could kick myself for waiting so long to do this!"

AMY DEVOGD

DIRECTORY 28 COVER IMAGE BY KEN ORUIDAS »
CALL 800-876-6425 TO RECEIVE YOUR SAMPLE COPY TODAY



IMPORTANT DATES / PUBLICATION SCHEDULE

Call 800-876-6425 or email info@serbin.com to learn more.

PROGRAM RESERVATIONS

Early-Bird Advance Reservation	December 15, 2011
Early Spring Reservation	March 7, 2012
Final Reservation	April 5, 2012

DIRECTORYOFILLUSTRATION.COM IMAGE UPLOADS

Term Begins	Anytime after you reserve your ad
Term Ends	December 31, 2013

ARTWORK SUBMISSION DEADLINE (DIRECTORY 29 AD PAGES)	May 3, 2012
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PRESS PROOFS	July 2012
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FINAL BALANCE DUE	July 6, 2012
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DIRECTORY 28 PUBLICATION SCHEDULE

Reprints & advertiser copies available	November 2012
18,000 books released to the creative community	January 2013
Directory 29 pages go online	January 1, 2013

SITEDSIGNWORKS MATERIALS DEADLINE

Early-Bird Reservation	February 2, 2012
Final Reservation	June 25, 2012

SERBIN COMMUNICATIONS IS THE WEB + PRINT PUBLISHER OF:

Creative Resources for Illustrators

Directory of Illustration
directoryofillustration.com

Medical Illustration Source Book
medillsb.com

Play Illustration for Toys & Interactive Games
playillustration.com

Other Artist Resources

SiteDesignWorks.com

Designer Jewelry Showcase
designerjewelryshowcase.com

Creative Resources for Photographers

AtEdge Marketing Program
at-edge.com

Photographer's Forum Magazine
pfmagazine.com

Best of Photography

Best of College Photography

Fine Art Photography

Verso Limited Editions
versoeditions.com



Design + Art direction » Spur Design LLC

Illustration » Patrick Leger / Scott Roberts
Nick Iluzada / Timothy Cook / Laura Smith

Very Very Visionary

DIRECTORY OF ILLUSTRATION

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