

# New integrated advertising opportunities ZEKE/SDN

**All print ads in ZEKE magazine include at no additional cost:**

- Ad in ZEKE digital edition
- Ad in SDN monthly email Spotlight
- Ad on SDN website home page
- Social media mentions
- You logo on SDN website sponsor pages



**SDN** social  
documentary  
network  
PUBLISHER OF ZEKE MAGAZINE

July 2021

Integrated advertising opportunities

# ZEKE/SDN

MAGAZINE

WEBSITE & SOCIAL MEDIA

Print ads in ZEKE magazine now include digital ads across the full spectrum of the Social Documentary Network digital communications—at no additional cost.



**ZEKE magazine.** The world explored through photographs, ideas, and words, by leading documentary photographers from across the globe, published by the Social Documentary Network. ZEKE combines outstanding photography with essays about the issues explored by the photographers.

ZEKE is published in both print and digital editions twice a year, in the fall and spring. The magazine is available by subscription and is now being distributed domestically by Ingram Periodicals and internationally by Annas International.

ZEKE readers are photographers, photo editors and buyers, curators, journalists, and the general public who love photography and especially documentary.

[www.zekemagazine.com](http://www.zekemagazine.com)



**SDN website.** The SDN website is a portal for visual storytelling by a network of more than 2,500 documentary photographers from five continents. Since 2008, SDN has presented more than 3,500 documentary exhibits as diverse as the war in Syria, the migration crisis, Native American struggles with the effects of climate change, organic agriculture in the Hudson River Valley, global health issues, the incarceration epidemic, gender identity, and hundreds of other global and local themes.

Each month the SDN website receives more than 10,000 unique visitors to its home page.

SDN also publishes a monthly email spotlight sent to more than 9,500 global contacts interested in visual storytelling.

[www.socialdocumentary.net](http://www.socialdocumentary.net)

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## Print ad in ZEKE includes five other advertising opportunities at no additional cost

Print edition »»	Full page Back Cover: \$750 Inside front/back cover: \$700 Full page interior: \$650	Half page \$350	Quarter page \$175 Photographer special: \$150
Includes ad in ZEKE Magazine Digital Edition »	Yes	Yes	Yes
Includes ad in SDN email Spotlight »	Two issues 188px (w) x 260px (h)*	One issue 188px (w) x 260px (h)*	One issue 188px (w) x 188px (h)*
Includes ad on SDN website home page »	Two weeks 188px (w) x 260px (h)*	One week 188px (w) x 260px (h)*	One week 188px (w) x 188px (h)*
Social media: Facebook, Twitter, Instagram »	4 Mentions	2 Mentions	1 Mention

All ads also include logo on sponsor pages on website.

**Nonprofit Discount:** Registered nonprofit organizations receive 10% discount.

### Who should advertise in ZEKE/SDN

- Manufacturers and retailers of photography equipment
- Educational institutions
- Photographers
- Museums and galleries
- Services for photographers
- Photography publications
- Nonprofit organizations
- If you have a product or service that is of value to an educated, inquisitive, and technologically savvy audience.

### Ad deadline for Fall 2021 Issue

Publication date: September 2021

**Space reservations: August 1**

Final electronic files: August 15

Payment invoiced upon space reservation and due upon receipt.

### Creative and production services

SDN will design your ad or convert your print ad into other formats. Call or email for estimate.

### Contact information and ad delivery

Contact Glenn Ruga  
glenn@socialdocumentary.net or  
617-417-5981

### Print ad Specifications

Images: 300 dpi, CMYK

Accepted file formats:

PDF with fonts embedded

EPS with fonts as outline

JPG or Tiff at 300 dpi in CMYK

Word processing files or PDFs made from word processing software are not accepted

If under 5mb, send by email to address below

If over 5mb, send by ftp

#### Full page:

Trim: 8.5 x 11 inches

Bleed: Add 1/8 inch on all sides, include crop marks

Live area on non-bleed ad: 8 x 10.5

Ads for inside front and back cover, page 1 and last text page need .5 inch clear space on margins facing gutter

**Half page horizontal:** 7.33 in (w) x 4.85 in (h)

**Quarter page:** 3.5 in (w) x 4.85 in (h)

### \*Digital ad specifications for email Spotlight and SDN website

**The pixel dimensions in the above table indicate the size the ads will display. The submitted ad sizes need to be:**

Full and half page: 280px (w) x 387px (h)

Quarter page: 280px (w) x 280px (h)

Ads must be in jpg, gif, or png format