

## 2010 Stock Photography Opportunities

Photographers: We want to see Iowa through your very unique lens. Show us Iowa's places and people, activities and moments — but in ways we haven't before seen. Surprise us. Iowa is a dynamic place, and we've witnessed both subtle and dramatic changes in the state's communities, economies, landscapes, and even mindsets. While many young Iowans continue to leave the state, more and more are returning — or choosing to stay — to become our newest subscribers and to build a life in Iowa. What does this life look like today? We plan to show readers in the pages of *The Iowan*.

Moving forward, *The Iowan* will occasionally devote *Portfolio* to the work of an individual photographer. Selections have been made for 2010, but we welcome themed submissions at any time for future spotlights. *Such submitted images should not have been previously published or submitted for publication elsewhere.*

**Our May/June and July/August issues are open calls for stock portraying the following themes:**

### May/June 2010: Playtime!

Mountains schmountains. Oceans schmoceans. Iowa offers a bounty of outdoor recreational opportunities. Hiking, biking, kayaking, sailing, bird watching, bug catching, horseback riding, fishing, ice skating, sledding, broomballing, snowshoeing. Show us not only the Iowa's scenery but also Iowans enjoying it.

**SUBMISSION DEADLINE FEBRUARY 15, 2010**

### July/Aug 2010: Red. White. Blue.

Beyond the traditional stars and stripes, our summer issue showcases all of Iowa's reds, whites, and blues. Red fire engines, white-clothes tabletops, blue ribbons. Red poppies against a brilliant blue sky, blue feathers peeking out of white star magnolias, white ice cream topped with red cherries. Be a purist or mix and match.

**SUBMISSION DEADLINE APRIL 23, 2010**

**Throughout the editorial year, *The Iowan* will have additional stock photography needs:**

### Polishers

The Iowan's various departments, special sections, and even features are occasionally in need of additional enhancement. On an as-needed basis, the Art Director will issue a very specific call for stock.

### Short Stories

Images sometimes speak louder than words. We welcome content ideas from photographers who have a powerful image or collection of images that tell a good story. The Iowan accepts such submissions throughout the year.

Please direct all submissions and questions to Art Director Bobbie Russie, [artdirector@iowan.com](mailto:artdirector@iowan.com).

**THE IOWAN**<sup>®</sup>  
magazine

A PUBLICATION OF PIONEER  
COMMUNICATIONS, INC.

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#### FOR MORE INFORMATION

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## Stock Submission Requirements

Please follow these requirements when submitting stock photography to *The Iowan* magazine.

### Materials List

Please submit all items with a completed submission form (see page two).

You may use your own submission form if it contains all of the following:

- Material type (disks, slides, transparencies)
- Quantity of each
- Date submitted
- Corresponding magazine issue and subject requested
- Photographer's complete contact information and business card

### Digital Photography

- Be your own best critic — learn to pre-judge and edit your own work. Submit only those shots you believe are best, both technically and most appropriate for the subject requested. We will not print poor-quality images. Poor lighting, soft or lack of focus, low resolution, and over-sharpening are just some of the reasons photos won't be selected. Try to limit submissions for each subject to no more than 20. We would rather see 3 great *photographs* than 300 mediocre *snapshots*.
- Use natural light where possible. Additional indirect lighting may be used but, please, **NO** camera-mounted flash. Exterior shots should be timed for best daylight to avoid shadows on your subject (unless deliberate).
- Take **BOTH** horizontal and vertical images. It seems obvious, but many forget that magazine pages are vertical. If a shot is going to be used at full-page size, it needs to be vertical.
- Shoot in camera RAW format and process selected images at the largest size available. Magazine printing is done at 300 dpi. We love to see great photos that fill a two-page spread, this means your original would need to be at least 5175 x 3338 pixels. A single full-page image is **VERTICAL**, measuring 2625 x 3338 pixels.
- Provide high-resolution contact sheets for all images, with **NO MORE** than 12 images per page. These may be included as digital PDF files; prints are not required. Thumbnails **WILL NOT** be accepted.
- Include an **IMAGE KEY** with titles for each photo, subject matter, and location in Iowa. Enclose copies of release forms where applicable.
- All digital images should be submitted on disk, clearly marked with the disk's contents and labeled with photographer's contact information. Disks will not be returned.
- **DO NOT** submit low-resolution images.

### Transparencies and Slides

If submitting transparencies or slides, label **EACH** individual slide and sleeve with your name, address and phone number. We suggest using preprinted labels. Slides must be provided in protective sleeves.

Materials will be returned within 30 days of an issue's press date.

We cannot be responsible for returning unlabeled, unidentified items.

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# Stock Photography Submission Form

Date \_\_\_\_\_

## Editorial Information

Issue \_\_\_\_\_

Department \_\_\_\_\_

## Photographer Information

*(a preprinted label or business card is acceptable, please attach below)*

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Mobile \_\_\_\_\_

email \_\_\_\_\_

## Materials Checklist

- Disks — Qty \_\_\_\_\_
- Slides/Transparencies — Qty \_\_\_\_\_
- Other — Qty \_\_\_\_\_ (detail) \_\_\_\_\_
- Contact Sheet(s) — Qty \_\_\_\_\_
- Image Key with titles, short description, and location

## Notes

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**FOR OFFICE USE ONLY**  
verified by \_\_\_\_\_

Date Shipped \_\_\_\_\_

By \_\_\_\_\_

Tracking No. \_\_\_\_\_

## Stock Photography Rates

SIZE	RATE
Quarter page or under (about 4" x 5")	\$50.00
One-Third to Half page (about 5" x 7")	\$75.00
Three-quarter page (about 6" x 8")	\$100.00
Three-quarter plus to full page	\$125.00
Full page plus	\$150.00
Two-page spread	\$200.00

Please note: These are for stock submissions only. These rates are used for printed magazine departments such as *Roadside* and *Portfolio*. Editorial features are contracted with freelance photographers at a flat rate per story.

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