

Internet Marketing

Places to market your business.

Blackbook.com

Photoserve.com

Portfolios.com

Workbook.com

Find a Photographer-ASMP

Stockphotorequest.com

This is a small sampling of places you can advertise your business and use to drive potential clients to your website. Most of these sites have free listings but if you want to use them to really promote your business they will cost between \$300 - \$1200 per year.

Blackbook.com: Web sales 800-241-1246 x 212

Non Advertiser Rates:

Option#1: Blackbook managed portfolio with up to 6 images \$500.00 year.

Blackbook managed portfolio with up to 12 images \$100.00 year.

Changes are \$100.00 per image.

Option#2: Self managed portfolio with up to 12 images \$1200.00 year.

You must speak with a Blackbook marketing consultant to review your qualifications for exhibiting on the site. The site has an electronic leave behind option.

Photoserve.com

Contacts:

Editor: Barbara Goldman

Bgoldman@pdnonline 646-654-5794

Sales Rep.: Jeanne Brei

Jeannebrei@cox.net 702-254-3823

Free basic listing.

Enhanced portfolio: 24 images you can change anytime you feel the need. Has a place for Biography, client list, and awards, Hotlinks to your website. Dedicated web address for you to use. Electronic leave behind so you can email changes to your clients. Free trial kit of 500 labels from Ad Base.

Cost: \$740.00 per year with a \$50.00 discount for ASMP members.

They encourage you to update your listing with at least 1 new image per month, that way you go to the top of the updated portfolio list.

Photoserve is sent to 55,000 qualified art buyers worldwide every month. They offer several other ways to keep your site at the top of the listings. Please check the site for all the details as they keep adding ways to promote you.

Portfolios.com

Contacts: 800-303-9272x261

Worlds first online searchable directory. 1.1 million views per month with 130,000 unique visitors. Aggressive site marketing to the advertising industry. All portfolios have hotlinks to your site.

Vinyl Portfolio: Basic portfolio with 5 images free and contact info.

Leather Portfolio: 20 images, Bio feature and contact info. You can update at Anytime. \$299.00 year

Titanium Portfolio: 20 images and Studio Bizkit. All the features of the Leather portfolio plus many other options with the bizkit feature. \$499.00 year

In the titanium portfolio you have different customized templates to choose from and you can send electronic leave behinds. With the studio bizkit you can post images from a job and give your client a password so they can look at the images, plus other features.

Workbook.com

Contacts: Kirsten Larson

Kristen@workbook.com 949-360-1328

Free listing on workbook.com

Workbook portfolio online: Non advertiser rates:

Workbook managed portfolio:

5 screen portfolio. \$500.00 for 2004 \$1000.00 for 2005

See the site for payment details.

Umanage it with Workbook.com

7 different options for designing and updating your portfolio.

This option has many different options and they all have charges for the design and maintenance of the site. Go to : workbook.com/andmore/ratecards/index.html for the details.

The Workbook aggressively markets their online presence to art buyers monthly.

Stockphotorequest.com

Contact: www.stockphotorequest.com

\$300.00 per year

This site is mainly for people who want to sell rights managed stock to an understanding set of qualified buyers.

All photographers can put up 3 images and links to your site along with bio information for buyer to see.

You get daily emails from SPR with requests from art buyers along with budget and contact information.

This site is a great way to see what type of images art buyers are willing to pay real money to receive.