



*Working for Wilderness*

814 Goggins Road, Lake George, NY 12845  
ADK.org

## ADK PHOTOGRAPHY GUIDELINES

ADK (Adirondack Mountain Club) publishes seasonal photographs in our membership magazines, our wall calendar, our books, and promotional material. We use images from the Adirondack and Catskill Parks as well as other content related to our mission.

**ADIRONDAC MAGAZINE:** Six issues annually, each of which includes scenics and people recreating, as well as news and feature items related to each season, to the work of ADK, and to the Adirondack and Catskill Parks.

**CALENDAR:** ADK wall calendar features scenes from the Adirondack and Catskill Parks, and includes sprawling vistas, people recreating, and other scenes with human elements, wildlife, or close-ups from nature. We welcome scenes that are special to you and unique in nature. Deadline to submit is generally January 1. Images must be high resolution (300 dpi) at 12" x 9" dimension and of the best quality.

**BOOKS:** ADK publishes and updates guidebooks and other books on a regular basis. We are always looking for scenics from different parts of the Adirondack and Catskill Parks. Feel free to contact the Publications Department ([ann@adk.org](mailto:ann@adk.org)) for current needs. This year (2020) we are looking for High Peaks, western Adirondack, and Catskill images.

**FORMAT / captions:** Digital images are preferred, 300 dpi. We recommend always sending the highest resolution possible. DVDs or thumb drives are acceptable, or any transfer method such as email, Drop Box, WeTransfer, One-Drive, or Google Drive. Lower resolution images will be considered for web use only (website, blog, or other social media purposes).

**PROPER IDENTIFICATION:** All images should include caption information and location, and will be considered for all of the above publication purposes unless you specify otherwise.

### FEES:

Calendar images: *Cover*. \$100 plus ten calendars, a photographer's credit, and a one-sixth page ad, valued at \$230, in our membership magazine. *Inside pages*. Unless other arrangements have been made, photographers will receive 10 copies of the calendar; a one-sixth page ad, valued at \$230, in our membership magazine; and a photographer's credit under each published photograph. The name and website or email address of each contributor will be listed on the inside front cover of the calendar.

Magazine photos: Trade for advertising, unless other arrangements have been made. Credit will be listed.

Books: Covers photos, \$200 and credit on copyright page. Images within will receive an advertising trade worth \$230 and a photographer's credit.

**CONTACT:** Ann Hough, ADK Publications Designer, 518-637-7310, [ann@adk.org](mailto:ann@adk.org)

*ADK is a nonprofit organization dedicated to protecting and advocating for New York State's wild lands and waters.*

*We greatly appreciate the support of our contributors, whose work is an honor to display and assists ADK in producing high-quality publications.*