

Sew On and Sew On

West Houston Quilter's Guild

Advertising and Information, Rates and Sizes

Anyone desiring to place advertising in the West Houston Quilter's Guild newsletter, *Sew On and Sew On*, should provide camera-ready copy by the designated deadlines. If camera-ready copy is not available, the newsletter staff will execute the art and, if time permits, will return it to advertiser for final approval. All ad copy must be received by posted deadline dates.

All advertising requests must be accompanied by the contract and artwork along with a check made payable to West Houston Quilter's Guild and forwarded to:

Sew On and Sew On Editor
 West Houston Quilter's Guild
 P.O. Box 841515
 Houston, TX 77084

The annual production schedule is:

Advertising Deadline
 Fourth (4th) Monday of each month

Distribution Date
 First (1st) Friday of each month

ADVERTISING RATES

Size	Member				Business			
	One Month	3 Months	12 Months	Quilt Show Program*	One Month	3 Months	12 Months	Quilt Show Program*
Full Page	\$35	\$90	\$378	n/a	\$100	\$250	\$900	n/a
1/2 Page	\$17	\$45	\$180	n/a	\$50	\$145	\$540	n/a
1/4 Page	\$10	\$27	\$108	n/a	\$35	\$95	\$375	n/a
Business Card	\$5	\$14	\$54	\$10	\$25	\$68	\$270	\$50

*Quilt Show Program rate is for business card size ad in Online Quilt Show Program and in February Newsletter prior to show.

PAYMENT POLICY

Prepayment for total charges MUST accompany advertising contract and copy.

Quarter Page Ad

Ad specs:
Live area: 4 x 5.25"

Mandatory Ad Specs and Preparation

- Software: Ads must be in "print/press ready" PDF with *all fonts imbedded.*
- Image Scans: Minimum of 300 dpi at 100% of final print size. Black and white scans must be grayscale. Do not submit color files for black and white ads.
- No full-bleed ads will be accepted.

Ad Submission

- Ad Submission: Please send "print/press ready" PDF with *all fonts embedded.* No native files may be sent.

Note:

The newsletter is printed in grayscale only for those members who receive a hard copy. Please be sure your ad will print well in grayscale. All other members receive a PDF file.

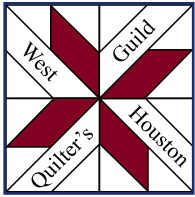
Half Page Ad

Ad specs:
Live area: 8.25 x 5.25"

Full Page Ad

Ad specs:

Live area: 8.25 x 10.75”



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West Houston Quilter's Guild

ADVERTISING CONTRACT

This Ad is being placed by: _____

Contact Person: _____

Address: _____

Phone: _____

E-mail: _____

Ad Size: Business Card ad 1/4 Page ad 1/2 Page ad Full Page ad

Rate: \$_____ for 1 Months 3 Months 12 Months

Date(s) Ad is to Appear:

Special Notes:

Check Enclosed for \$_____

Signed: _____

Title: _____

Date: _____

Return this Advertising Contract along with a check made payable to West Houston Quilter's Guild and forward to:

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