

# 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 | One month | 3 months | 12 months |
| Full Page     | \$35      | \$90     | \$378     | \$100     | \$250    | \$900     |
| 1/2 Page      | \$17      | \$45     | \$180     | \$50      | \$145    | \$540     |
| 1/4 Page      | \$10      | \$27     | \$108     | \$35      | \$95     | \$375     |
| Business Card | \$5       | \$14     | \$54      | \$25      | \$68     | \$270     |

## 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.

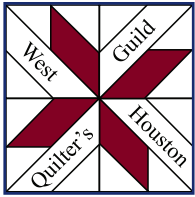
## Half Page Ad

*Ad specs:*  
Live area: 8.25 x 5.25”

## **Full Page Ad**

*Ad specs:*

Live area: 8.25 x 10.75"



# Sew On and Sew On

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:

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