

Advertising Rates for QGD Online

The monthly newsletter for the Quilter's Guild of Dallas

Size	Dimensions (width X height)	1 month	3 months	6 months
Horizontal Business Card	3.5" X 2"	\$ 15.00	\$ 42.75	\$ 80.00
Vertical Business Card	2" X 3.5"	\$ 15.00	\$ 42.75	\$ 80.00
Vertical Quarter Page	3.5" X 4.5"	\$ 30.00	\$ 85.50	\$ 162.00
Horizontal Quarter Page	7.25" X 2.375"	\$ 30.00	\$ 85.50	\$ 162.00
Vertical Third Page	2" X 9.5"	\$ 45.00	\$ 128.25	\$ 240.00
Vertical Half Page	3.5" X 9.5"	\$ 60.00	\$ 171.00	\$ 324.00
Horizontal Half Page	7.25" X 4.5"	\$ 60.00	\$ 171.00	\$ 324.00
Full Page	7.25" X 9.5"	\$ 115.00	\$ 327.75	\$ 621.00

Advertising Guidelines

- **All advertising must be quilting-related.**
- **QGD Online** will not provide free advertising or promotional space to "for profit" functions (quilt-related shopping, retreat centers, etc.).
- Special rates for not-for-profit 501(c)3 organizations will be considered on a case-by-case basis by the newsletter editor and the VP-Membership.
- Complimentary space will be provided at the discretion of the editor and the Board. (usually limited to events/activities being partially underwritten/sponsored by the Quilter's Guild of Dallas.)
- Payment and artwork must be received no later than the 1st of the preceding month for inclusion in any given edition of **QGD Online**. (ex: An ad to be placed in the January edition of **QGD Online** must be received by December 1st.) Late submissions will either be included in a subsequent edition or returned to sender as appropriate.
- If you plan to place an ad, please send an email noting the size and number of months you want the ad(s) to run, so we can make sure the space is reserved for you.
- All advertising will run as submitted. There is no additional charge for color advertising, however, we will not be responsible for reproduction quality.
- Advertising artwork must be provided in a "ready-to-use" format, fitting within the dimensions of the ad size selected.
- Digital files are preferred; formats accepted include:
 - EPS
 - PDF
 - TIF
 - WMF
 - JPG/JPEG
 - Adobe Illustrator CS3 or earlier
 - Adobe Photoshop CS3 or earlier

Note: For best reproduction, all text should be converted to curves OR you must also include the tpestyle files with your submission.
- Digital submissions may be emailed to: **jkriehn@verizon.net**
- Payments should be sent to:

QGD Online Advertising
c/o Chris Becker, Treasurer
725 Marlee Circle
Coppell TX 75019
- If you are not able to submit your advertising in one of the formats listed above, please mail a CLEAR hard copy print of the ad for us to scan/include.
- We cannot accept ads in digital formats not listed above! The editor does the newsletter layout using *Adobe InDesign*, and does not even have other page layout programs on her computer. Programs like *MS Word* do not embed tpestyles into the file, so what we get will NOT look like what you thought you sent...

Please Note:

QGD Online is an electronic newsletter. For that reason, you will **not** receive a hard copy for reference after your ad been placed.

The newsletter is usually posted online on or before the 15th of the preceding month. You may subscribe to our "Constant Contact" e-news notification list (link to sign-up on main page of website at www.quiltersguildofdallas.org) or simply click on the link to the "Current Newsletter," also posted on the main page of the website – to download a copy.