

# 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 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 & their vice-president.
  - 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.)
  - Guild members generally pay full price for advertising space.
  - 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; we will not be responsible for reproduction quality. There is no additional charge for color advertising.
  - 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  
Note: For best reproduction, all text should be converted to curves OR you must also include the tpestyle files with your submission.
- We cannot accept ads in digital formats not listed! The editor does the newsletter layout using *MS Word*. Please be aware that programs typically do not embed tpestyles into the file. Be sure to include the tpestyles you used if you cannot save the ad as a JPG/JPEG image.
  - If you are not able to submit your advertising in one of the formats listed, please mail a CLEAR hard copy print of the ad for us to scan/include. Contact the editor for a mailing address.
  - Digital submissions may be emailed to:  
**Terry Reese**  
**reeseshrmn@aol.com**
  - Payments should be sent to:  
**QGD Online Advertising**  
c/o Chris Becker, Treasurer  
725 Marlee Circle  
Coppell, TX 75019

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 around 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](http://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.

Revised April 2013