

# Advertising Rates for *QGD Online*

Effective January 1, 2021

Size	Dimensions (width X height)	1 month	3 months	6 months
Horizontal Business Card	3.5" X 2"	\$ 20.00	\$ 50.00	\$100.00
Vertical Business Card	2" X 3.5"	\$ 20.00	\$ 50.00	\$100.00
Vertical Quarter Page	3.5" X 4.5"	\$ 40.00	\$100.00	\$200.00
Horizontal Quarter Page	7.25" X 2.375"	\$ 40.00	\$100.00	\$200.00
Vertical Half Page	3.5" X 9.5"	\$75.00	\$200.00	\$400.00
Horizontal Half Page	7.25" X 4.5"	\$ 75.00	\$200.00	\$400.00
Full Page	7.25" X 9.5"	\$ 150.00	\$400.00	\$750.00

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 October 2020**

## 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 & the VP-Communications.
- Complimentary space will be provided at the discretion of the editor and the Board. (*usually limited to events or 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**  
305 Spring Creek Village, Box 521  
Dallas, TX 75248-5711

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