



West Houston Quilter's Guild Quilt Show Program Advertising

Advertising and Information, Rates and Sizes

Anyone desiring to place advertising in the West Houston Quilter's Guild Quilt Show program 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:

Quilt Show Chairman
West Houston Quilter's Guild
P.O. Box 841515
Houston, TX 77084

The annual production schedule is:

Advertising Deadline
February 1

Distribution Date
Quilt Show Dates (See www.whqg.org)

ADVERTISING RATES

| Location | Color/Grayscale | Bleed Area | Trim Size | Cost |
|--------------------|-----------------|--------------|------------|----------|
| Back cover | Color | 5.75 x 8.75" | 4.5 x 7.5" | \$200.00 |
| Inside front cover | Color | N/A | 4.5 x 7.5" | \$150.00 |
| Inside back cover | Color | N/A | 4.5 x 7.5" | \$150.00 |
| Full page inside | Grayscale | N/A | 4.5 x 7.5" | \$100.00 |
| Half page inside | Grayscale | N/A | 4.5 x 3.5" | \$75.00 |
| Third page inside | Grayscale | N/A | 4.5 x 2.5" | \$50.00 |

PAYMENT POLICY

Prepayment for total charges MUST accompany advertising contract and copy.

Half Page Ad

Ad specs:
Live area: 4.5 x 3.5"

Actual Sizes

Third Page Ad

Ad specs:
Live area: 4.5 x 2.5"

Mandatory Ad Specs and Preparation

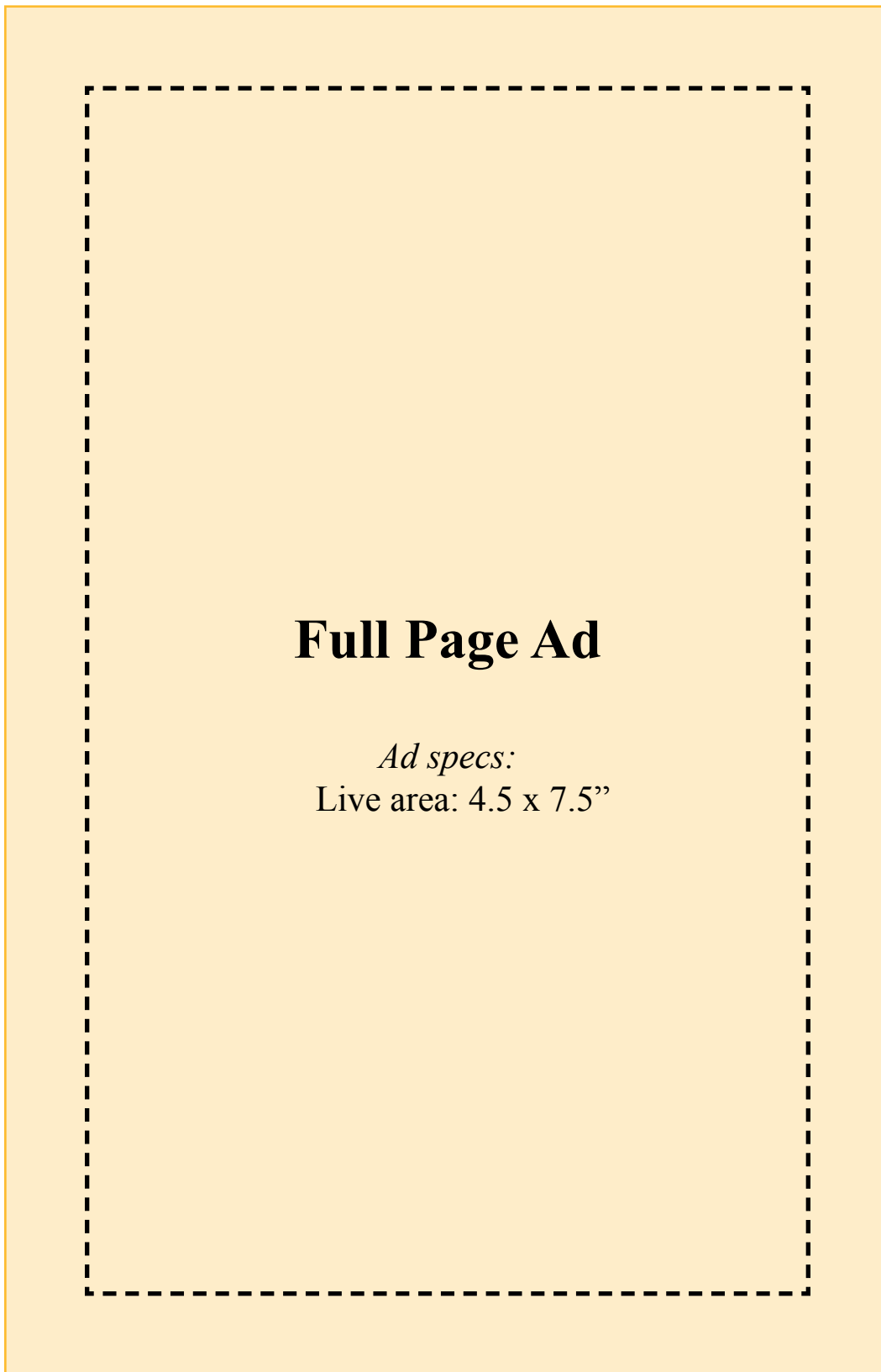
- Software: Ads must be in "print/press ready" PDF with *all fonts imbedded.*
- Image Scans: Minimum of 300 dpi at 100% of final print size. Black and white scans must be grayscale. Do not submit color files for black and white ads.
- No full-bleed ads will be accepted.

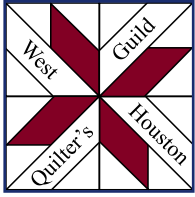
Ad Submission

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

Note:

The program will be printed with color cover, inside and outside, and the balance of the program will be printed in grayscale. Please be sure your ad will print well in grayscale.





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ADVERTISING CONTRACT

This Ad is being placed by: _____

Contact Person: _____

Address: _____

Phone: _____

E-mail: _____

Ad Size: 1/3 Page ad 1/2 Page ad Full Page ad Rate: \$ _____

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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