



# 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](http://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**

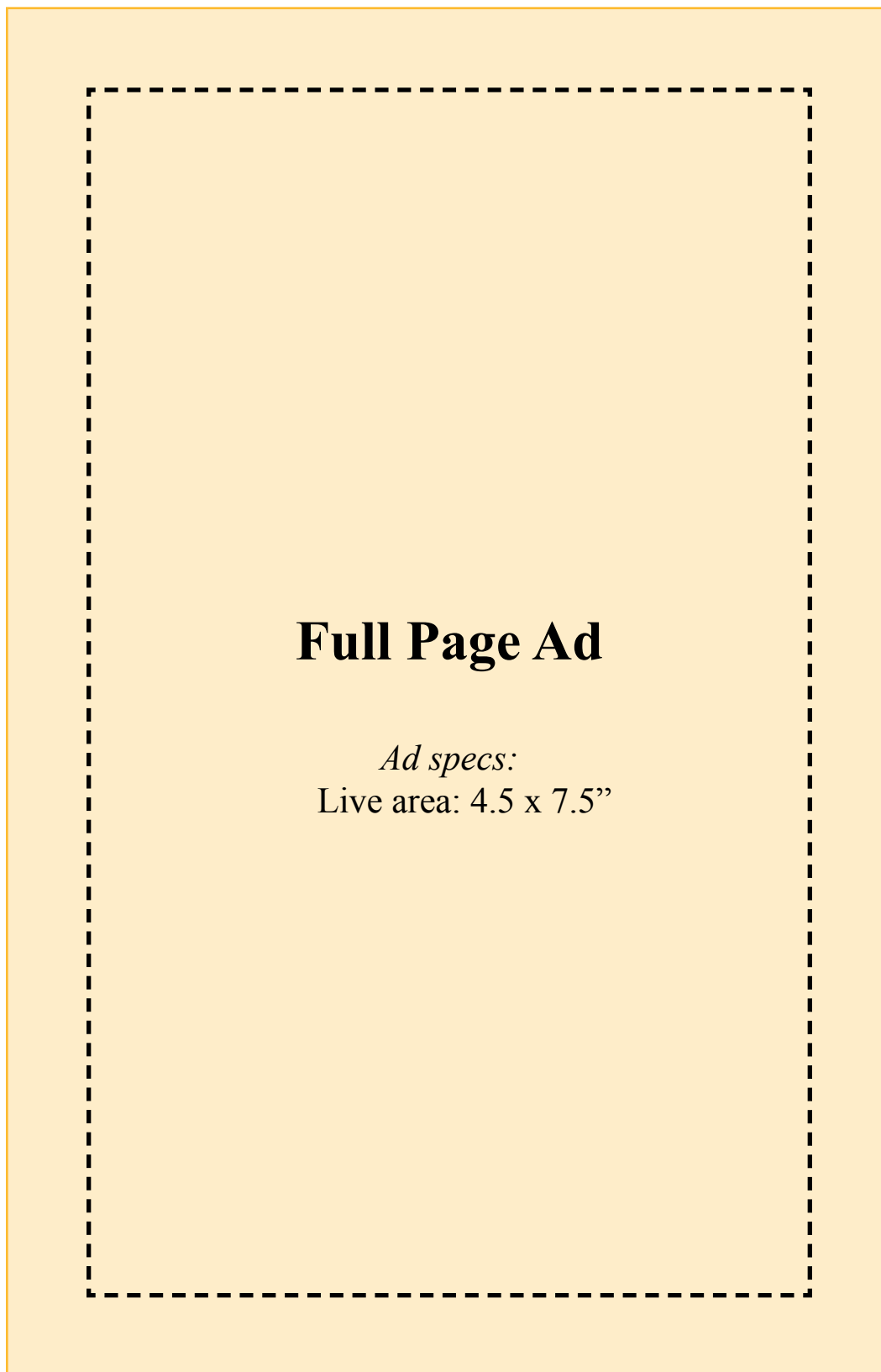
- Software: Ads must be in "print/press ready" PDF with \*all fonts imbedded.\*
- Image Scans: Minimum of 300 dpi at 100% of final print size. Black and white scans must be grayscale. Do not submit color files for black and white ads.
- No full-bleed ads will be accepted.

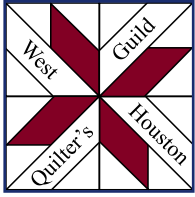
### **Ad Submission**

- 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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West Houston Quilter's Guild  
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Houston, TX 77084