AUSTIN AREA QUILT GUILD

ADVERTISING RATES

The AAQG Quilting Quips Newsletter reaches quilting enthusiasts (and potential customers) throughout central Texas and beyond. Quilting Quips is produced 12 times a year and sent to more than 500 quilting enthusiasts via electronic and US Mail. All advertisers who purchase a one-year (twelve months) ad receive a discounted rate. For information about AAQG advertising, please refer to the following rates and guidelines.

Ad Rates: Effective 07/01/2016

Website Advertising	**Size**	**Monthly**	**Yearly**
Online Ad Featured on the *Classified Ad* page of the website This includes personal goods for sale, as well as professional goods and services.	300 x 200 pixels	$15	$162
Quilters for Hire Must be an AAQG member			$15
Sponsorship Sponsors receive one year of online home page advertising, plus recognition as a sponsor with their logo on our website *Home page*	300 x 200 pixels		$200
Quilting Quips Advertising		Per Issue	Yearly
Business Card Size	3-1/2" x 2"	$15	$162
Quarter Page Size	3-1/2" x 5"	$25	$270
Half Page Size	3-1/2" x 10"	$45	$486
Full page Size	6-1/2" x 10"	$85	$918
Email Advertising			
E-Mail Blast Quilt-related advertising may also be sent as an email blast. This includes personal goods for sale, as well as professional goods and services. The list is private and membership email addresses are never shared.		Text only, $15.	Text and one image, $20.

AD FORMAT

- All advertising must be camera-ready and can be in .jpg, .pdf or MS Word formats.
- Jpg resolution should be 300 dpi.
- Ads must be the size of the ad you have purchased (see rate table).
- Ads may be either color (preferred) or black & white. Color ads will appear full color in the digital (PDF) version of the newsletter, but will be rendered black & white in the printed version.
- Advertisers with a current contract who wish to change their ad may submit their new ad by the 15th of each month.
- The newsletter editor may make adjustments to the ad to increase legibility.

- For 300 x 200 pixel ads, you may be submit a 6” x 4” ad. It will converted to the correct pixel size when it is placed on the website.

DOOR PRIZES

We also welcome donated items for door prizes given at our program meetings. You'll receive acknowledgement when the prize is presented. It is a good way to get your store's name mentioned at the meeting.

PAYMENT AND AD DUE DATES

Advertising copy and payment is due by the monthly guild meeting (the first Monday of each month) for the following month's issue.

Payment must accompany any advertisement order. You can pay one of two ways:

1. PayPal

   Click here to submit your payment via PayPal - https://austinareaquiltguild.wildapricot.org/Payments-Page

   NOTE: You do not need a PayPal account. For new buyers, signing up for a PayPal account is optional. This means you can complete your payments first, and then decide whether to save your information in a PayPal account for future purchases.

   Please send your receipt of payment to advertising@aaqg.org. Once your payment has been confirmed, your ad will be processed.

2. Manual payments should be made payable to the Austin Area Quilt Guild or AAQG.

   Mail to:
   Vicci Conway
   Advertising Coordinator
   668 Speed Horse
   Liberty Hill, TX 78642-4782
   512.636.8605

Electronic ad files should be emailed to:
advertising@aaqg.org

Thank you for your interest in advertising with the Austin Area Quilt Guild.