

Advertising Opportunities

The International Association of Professional Quilters is a membership organization of quilters and fiber/mixed-media artists who have a full- or part-time career in the field. The IAPQ offers educational, networking and support opportunities to thousands of quilters worldwide. The primary benefit of the IAPQ is a quarterly magazine, *The Professional Quilter*, which has been published since 1983. This journal is packed with information to help our members build and grow their quilt-related businesses and they will keep their issues in a resource library. Our members are teachers, longarm, art and production quilters, shop owners, pattern and fabric designers, historians and manufacturers. They are also very influential in the quilt world; if our readers are enthusiastic about your product, then they will sell all of their students and customers on its benefits. Readers may have interests in other related art and fiber crafts.

Today's market is very competitive and advertising in *The Professional Quilter* is the best way to reach this highly targeted audience. Professionals in the industry depend on IAPQ to bring them the latest business and industry information so that they can grow their businesses. Readers comment about how "well-researched" our business articles are and how we make the business side "not boring." And, because business information specific to quilters and fiber artists is hard to find, our readers keep their journals, referring to them often as their careers develop — and seeing your ad again.

We offer several methods of reaching this influential audience: print advertising in *The Professional Quilter*, banner advertising on either our blog or website, and advertising in our e-zine (or online newsletter). In 2012 we expect to offer our members a digital version of *The Professional Quilter* with a hot link from your ad to your site.

PRINT ADVERTISING RATES

Ad Size	Width x Depth	B&W Rate	Color Rate
Full	7 5/8" x 10 1/2"	\$700	\$1075
Back Cover	7 3/4" x 6 1/2"	n/a	\$1075
2/3 vertical	4 3/4" x 9 3/4"	\$550	\$850
1/2 vertical	4 3/4" x 7 1/4"	\$450	\$700
1/2 horizontal	7 1/4" x 4 3/4"	\$450	\$700
1/3 vertical	2 1/4" x 9 3/4"	\$390	\$565
1/3 horizontal	4 3/4" x 4 3/4"	\$390	\$565
1/4 vertical	3 1/2" x 4 3/4"	\$315	\$475
1/4 horizontal	7 1/4" x 2 1/4"	\$315	\$475
1/6 vertical	2 1/4" x 4 3/4"	\$265	\$375
1/6 horizontal	4 3/4" x 2 1/4"	\$265	\$375
1/8 horizontal	3 1/2" x 2"	\$215	\$315
1/12	2 1/4" x 2 1/4"	\$170	n/a

Classified ads: 75¢ per word, 10% discount if scheduled and prepaid for four consecutive issues. Minimum charge \$25 per ad, per issue. Checking copy is \$12.

SPECS

Display ads: Electronic Files preferred: PDF or Adobe Illustrator documents only. Embed all art. Color ads must use CMYK colors with 300 dpi final output on color images. Save PDF files for maximum compatibility; press optimized. Send a hard copy of your ad for proofing. Mail CDs to: 22412 Rolling Hill Lane, Laytonsville, MD 20882. Contact publisher for details/size specifications if you have questions. For special, requested position, add 10%. Changes to art are \$65. Prepaid yearly ads receive a 10% discount.

PRINT ADVERTISING DEADLINES

Closing Dates: Camera-ready copy must be received by specified date. Issues are mailed the first week of January, April, July and October.

Issue	Reservation Due	Artwork Due
Winter 2012	November 11	November 25
Spring 2012	February 12	February 24
Summer 2012	May 11	May 25
Fall 2012	August 17	August 31
Winter 2013	November 9	November 30

Billing: Classified and/or display ad must be prepaid. Established and 'till forbid accounts will be billed. Terms are net thirty (30) days with a service charge of 1.5% per month on overdue accounts, 50¢ minimum. If payment has not been received by closing date of next issue, ad will not appear. Statements include one tear sheet of ad for display ads. Complete copies of issues are \$12 ppd.

e-Zine ADVERTISING RATES

We distribute a free weekly html newsletter via the Internet that includes classified advertising. *ProfessionalQuilterOnline* reaches more than 7,900 serious quilters. Advertising rates are \$50 for a 50 word ad, plus a live Web link. Add a small graphic for \$25 more per ad. Current special - buy 2 ads, get one free. Great way to test or introduce a product line. Order form online at <https://www.professionalquilter.com/generalpage.php?ID=41>

WEB BANNER ADVERTISING RATES

We offer space on our website for banner advertising. Your ad will appear on a rotational basis with other special advertising with our right sidebar. It appears on all our website pages, except our blog. Your ad size is 300 pixels by 150 pixels and you can change your artwork at any time.

Duration	Rate
one month	\$125
three consecutive months	\$300
six consecutive months	\$500

BLOG BANNER ADVERTISING RATES

Your banner can appear on our blog sidebar for \$75 per month. Size of banner is 175 pixels wide by 250 pixels high. Blog posts occur at least twice weekly.

To place an ad in *The Professional Quilter*, please use the form provided or call 301-452-4905 and ask for Laurie to make a reservation or e-mail ads@professionalquilter.com.

Contract Conditions

The IAPQ will not be bound by any conditions printed or otherwise appearing on contracts, orders or copy instructions which conflict with the provisions of this rate card or with policies of the IAPQ. All orders are accepted subject to acts of God, strike, fire, accident or any other occurrences of any nature beyond the Publisher's control which prevent or delay full or partial production, publication or distribution of *The Professional Quilter*.

Advertising/Sponsorship Acceptability: Sponsorship and advertising is restricted to companies, products and services of interest to the quilt professional and must be executed in good taste. The Publisher reserves the right to reject advertising not considered suitable to the special readership of The Professional Quilter.

Publisher's Copy Protection: Advertisers and/or agency assume liability for the contents of advertisements printed and also assume responsibility for any claims or suits arising therefrom brought against Publisher. Advertisements which, in the sole judgement of the Publisher, are not immediately identifiable as such must be clearly labeled 'Advertisement.'

Oral agreements will not be binding on the IAPQ. Ads will not be run until a signed copy of *The Professional Quilter* insertion order is received by the Publisher.

The liability of the Publisher for any error, delay or omission for which it may be held legally responsible shall in no event exceed the cost of the space paid for and occupied by the error, and in no event shall the Publisher be liable for any loss of income, profit or any other damages resulting from the error.

The Publisher cannot assume responsibility for errors or omissions in key changes.

Placement Order

Send to International Association of Professional Quilters,
22412 Rolling Hill Lane, Laytonsville, MD 20882
or fax (301) 482-2345 or email ads@professionalquilter.com

Please reserve the following space in *The Professional Quilter* magazine for my sponsorship/advertising:

Issue: _____ Size: _____ Rate: _____

Frequency: _____ 1 time _____ 1 year (4 times) _____ 'till forbid

_____ This is my first ad in The Professional Quilter.

Payment of \$ _____ is enclosed.

_____ I have advertised before. Please bill me.

_____ You may run my ad 'till forbid. Please bill me.

Company: _____

Contact Person: _____

Address: _____

City, State, Zip: _____

Phone: _____ email: _____

Ad copy enclosed? _____ Yes _____ No, it will arrive by _____

Signature

Date