

# BUYER'S GUIDE INSERTION ORDER-2016 QUILT MARKET HOUSTON

EMAIL TO KELLIEJONES@QUILTSADVERTISING.COM • ATTENTION KELLIE JONES

Company Name _____	Date _____
Advertiser (if different, such as ad agency) _____	
Name for Directory of Advertisers (must match alphabetical listing) _____	
Contact Name _____	
Address _____	
City _____	
State _____	ZIP Code _____
Phone _____	Ext. _____
Fax _____	Cell _____
Email _____	

Size of Ad:	Color:	B/W:	Rate
<input type="checkbox"/> Full Page	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____
<input type="checkbox"/> 1/2 Page	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____
<input type="checkbox"/> 1/3 Page – Horizontal	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____
<input type="checkbox"/> 1/3 Page – Vertical	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____
<input type="checkbox"/> 1/4 Page	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____
<input type="checkbox"/> 1/6 Page	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____
<input type="checkbox"/> Preferred Position (Full Page Only)	_____	_____	\$ _____
	<i>Add: (10% Extra Charge)</i>		Total _____ \$

**Send Payment To:** Quilts, Inc.  
Attention: Publications  
7660 Woodway, Suite 550  
Houston, Texas 77063

<input type="checkbox"/> New ad material	<input type="checkbox"/> Pick up ad from Quilts, Inc. Publication _____
	<input type="checkbox"/> Page number in Publication (if known) _____
HMM to Strip in booth #? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Invoices are provided by request only. Do you require an invoice for payment? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Special Instructions: _____	
_____	
_____	

Signature \_\_\_\_\_ Name/Title \_\_\_\_\_ Date \_\_\_\_\_

# THE RATE CARD

Effective May 2016

## International Quilt Market

### *Buyer's Guide*

Fall 2016

October 29-31

Houston, TX



# SPECIFICATIONS

## HOW to prepare your ad

### PROGRAMS

QuarkXpress 8, Adobe InDesign CS5, Adobe Photoshop CS5 (TIFF or EPS), Adobe Illustrator CS5 (EPS only. All fonts must be converted to curves.), Adobe Acrobat 9.0 (PDF format only)\*

### MEDIA

CD or Digital submission of materials mailed to Hunter-McMain is preferred. Email high resolution PDF to [art@huntermcmain.com](mailto:art@huntermcmain.com) or upload to our FTP site at [ftp.huntermcmainftp.com](ftp://ftp.huntermcmainftp.com). User name: hmftp3, Password: 381405 Folder: FQM'16 Houston Market Show Ads. A press ready color proof of the ad is required for all full color ads.

### FILE REQUIREMENTS

Be sure all support files for ad, including fonts and links are either included or embedded. If HMM is to strip in your booth # and you specify a specific font to be used, please include font(s) with your ad. When submitting color ads, files should be CMYK (RGB and Pantone are not accepted). Links must be TIFF or EPS. Images must be at least 300 dpi/150 line screen. All pertinent information in a full page ad should be kept within the live area. When submitting PC formatted files, they must be in the required programs and all fonts should be converted to curves.

### COLOR PROOF

Mailed to: **Hunter-McMain, Inc.**  
1001 W. Loop South, Suite 601  
Houston, TX 77027

A Color Proof is required for color ads. Inkjet and color laser proofs are unacceptable because they lack the color consistency of higher level proofs. Always have your Color Proofs made at 100%, with crop marks and bleeds (if applicable). The final appearance of your ad will be affected by the proof you have provided. If no Color Proof is provided, a \$50 charge must be assessed by Hunter-McMain to the advertiser to create one.

### CONTACT INFORMATION

Please provide the contact information for the person responsible for the ad. Phone numbers and email are preferred.

### ADDITIONAL FEES

Preflight production (checking files, ad placement) is included in the cost of your ad. Any additional production time (files improperly formatted, corrupt, not sized to specifications) will be billed at \$60 per hour in 15 minute increments. If you have changes or modifications to your existing ad, contact Karen Bidinger at Hunter-McMain directly 713.627.1177. You will be notified of any additional charges to be incurred.

\*If submitting a PDF file, be sure it is a high resolution PDF file that includes bleeds if applicable, and is CMYK for color ads.

# CONTACTS

## 1 RESERVE your ad space

Contact: Kellie Jones  
Phone: 281.358.5608  
[kelliejones@quiltsadvertising.com](mailto:kelliejones@quiltsadvertising.com)

## 2 PAYMENT options

If paying by check, make payable to **Quilts, Inc.**  
Send to: Quilts, Inc.  
Attention: Publications  
7660 Woodway  
Suite 550  
Houston, Texas 77063

If paying by credit card, contact Kellie Jones at 281.358.5608

## 3 MATERIALS delivery

Send to: Hunter-McMain, Inc.  
Attention: Art Department, Karen Bidinger  
1001 W. Loop South  
Suite 601  
Houston, Texas 77027

If you have a question with advertising design/production, please call Karen from the Art Department at Hunter-McMain, Inc. 713.627.1177

# DEADLINES

*Full payment due with materials.*  
**No other notice of deadline will be sent.**

## International Quilt Market/Houston Buyer's Guide Fall 2016

Space Reserved By .....August 22, 2016  
 Ad MATERIALS AND  
 PAYMENT DUE By .....September 13, 2016

### Cancellation of Ads

*Ads may be cancelled without penalty for 10 working days following materials and payment deadline.*

*Later cancellation without penalty may be granted at the sole discretion of Quilts, Inc., for extenuating circumstances. Cancellation with no extenuating circumstances later than 10 working days will result in payment due of one-half the cost of the ad.*

*Cancellation one month or less prior to publication will result in full ad payment due.*

*Note: We reserve the right to refuse any ad or require a replacement ad.*

*You must be an exhibitor in order to advertise. You must have had a booth at a Quilts, Inc., show within the last year and/or at current show.*



# RATES

## COLOR

	Discounted rate for checks	Standard rate
Covers (if available).....	\$2200	\$2310
Full .....	\$1925	\$2021
1/2 .....	\$1650	\$1732
1/3 .....	\$1100	\$1155
1/4 .....	\$880	\$924
1/6 .....	\$715	\$750

## BLACK/WHITE

Full .....	\$1375	\$1443
1/2 .....	\$880	\$924
1/3 .....	\$715	\$750
1/4 .....	\$550	\$577
1/6 .....	\$440	\$462

Add 10% for preferred placement  
 (available only for full page ads)

Discounted rate is for check payment only.

All credit card payments remit the standard rate.

## SIZE/SPECIFICATIONS

Full Page:			
Trim Size	8-1/2w	x	11h
Bleed Size	8-3/4w	x	11-1/4h
Full Page Live Area	7-3/4w	x	10h
1/2 Horizontal Only	7-3/4w	x	4-7/8h
1/3 Horizontal	5w	x	4-7/8h
1/3 Vertical	2-7/16w	x	10h
1/4 Page	3-3/4w	x	4-7/8h
1/6 Vertical Only	2-7/16w	x	4-7/8h

# AD SIZES

