

# RATE CARD

## THE QUINTESSENTIAL QUILT

A PUBLICATION FOR THE INTERNATIONAL QUILT FESTIVAL

**Houston, Texas • November 2-5, 2017**  
GEORGE R. BROWN CONVENTION CENTER

### DEADLINES

**RESERVATIONS  
TO KELLIE JONES  
AUGUST 23**

**AD MATERIALS  
TO HUNTER-McMAIN  
SEPTEMBER 20**

**PAYMENT TO QUILTS  
SEPTEMBER 20**



### 1 RESERVE *your ad space*

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

### 2 PAYMENT *options*

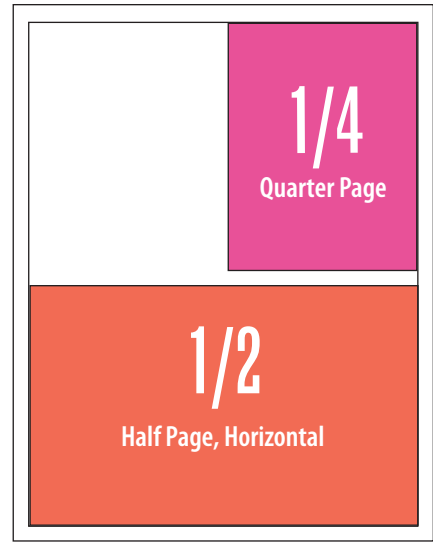
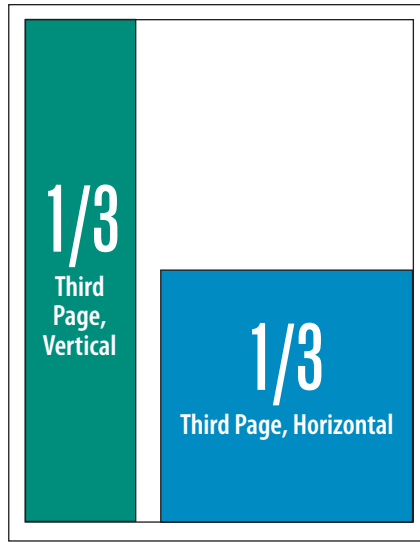
If paying by check, make payable to **Quilts, Inc.**  
Send to: **Quilts, Inc.**  
**Attn: Publications**  
**7660 Woodway**  
**Suite 550**  
**Houston, Texas 77063**

If paying by credit card, contact Kellie Jones at **281.358.5608**

### 3 MATERIALS *delivery*

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

Email: [art@huntermcmain.com](mailto:art@huntermcmain.com)  
If you have a question with advertising design/production, please call Karen from the Art Department at Hunter-McMain, Inc. **713.627.1177**



## SIZE SPECIFICATIONS

### Full Page:

Trim Size ..... 8½ w x 11 h  
 Bleed Size ..... 8¾ w x 11¼ h  
 Full Page Live Area ..... 7¾ w x 10 h

½ Page Horizontal Only ..... 7¾ w x 4⅞ h

⅓ Page Horizontal ..... 5 w x 4⅞ h

⅓ Page Vertical ..... 2⅞ w x 10 h

¼ Page Vertical ..... 3¾ w x 4⅞ h

## COLOR

Covers (if available) .....	\$2000
Full .....	\$1750
½ .....	\$1500
⅓ .....	\$1000
¼ .....	\$800

- Invoices provided only upon request at time of booking space.
- Add 10% for preferred placement, which is available only for full page ads.
- Preferred placement only guarantees your ad will be placed in the first half of the show guide.

### CANCELLATION OF ADS

*Ads may be cancelled without penalty for 5 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 5 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.*

## BLACK/WHITE

Full .....	\$1250
½ .....	\$800
⅓ .....	\$600
¼ .....	\$500

## 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@huntermcmmain.com](mailto:art@huntermcmmain.com) or upload to our FTP site at [ftp.huntermcmmainftp.com](ftp://ftp.huntermcmmainftp.com). User name: hmftp3, Password: 381405, Folder: FQF'17 Houston Festival 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: Mail 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 Bidingger 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.

# Q<sup>2</sup> AD INSERTION ORDER-2017 QUILT FESTIVAL-HOUSTON

PLEASE email to [kelliejones@quiltsadvertising.com](mailto:kelliejones@quiltsadvertising.com) • Attention Kellie Jones

Company Name _____	Date _____
Name for Directory of Advertisers (must match alphabetical listing) _____	
Contact Name _____	
Address _____	
City _____	
State _____	ZIP Code _____
Phone _____	Ext. _____
Cell _____	
Email _____	

Size of Ad:	Color Rate:	B/W Rate:	
<input type="checkbox"/> Full Page Cover (if available)	<input type="checkbox"/> \$2000		\$ _____
<input type="checkbox"/> Full Page	<input type="checkbox"/> \$1750	<input type="checkbox"/> \$1250	\$ _____
<input type="checkbox"/> 1/2 Page	<input type="checkbox"/> \$1500	<input type="checkbox"/> \$800	\$ _____
<input type="checkbox"/> 1/3 Page – Horizontal	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$600	\$ _____
<input type="checkbox"/> 1/3 Page – Vertical	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$600	\$ _____
<input type="checkbox"/> 1/4 Page	<input type="checkbox"/> \$800	<input type="checkbox"/> \$500	\$ _____
<input type="checkbox"/> Preferred Position (Full Page Only)	_____		\$ _____
	<i>Additional 10% Charge</i>	<b>Total</b>	\$ _____

**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 \_\_\_\_\_