

# RATE CARD BUYER'S GUIDE

A PUBLICATION FOR THE INTERNATIONAL QUILT MARKET

**Houston, Texas • November 3-5, 2018**  
GEORGE R. BROWN CONVENTION CENTER

## DEADLINES

**RESERVATIONS  
TO KELLIE JONES  
AUGUST 24**

**AD MATERIALS  
TO HUNTER-McMAIN  
SEPTEMBER 21**

**PAYMENT TO QUILTS  
SEPTEMBER 21**



## 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.**

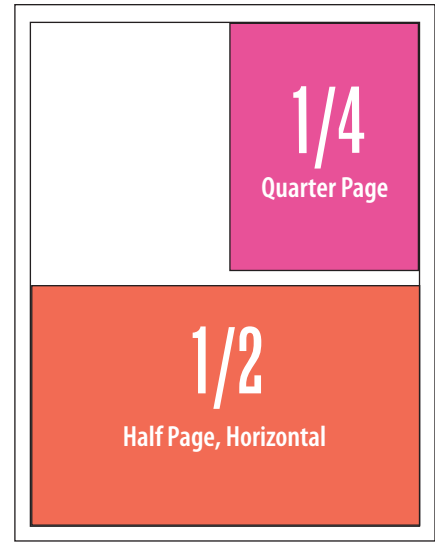
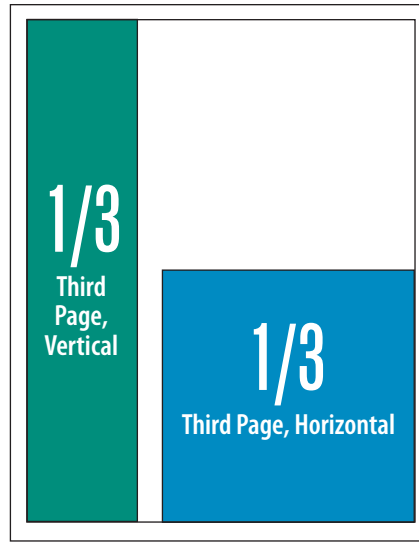
Send to: **Quilts, Inc.**  
**Attn: Publications**  
**7660 Woodway**  
**Suite 550**  
**Houston, Texas 77063**

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) .....	\$2200
Full .....	\$1925
½.....	\$1650
⅓.....	\$1100
¼.....	\$880

- 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 .....	\$1375
½ .....	\$880
⅓ .....	\$715
¼ .....	\$550

## 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>. User name: hmftp3, Password: 381405, Folder: FQM'18 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: 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.