

# Media Kit

# The Quilt Pattern Magazine



**Reach  
quilters all over the  
world!**

## Advertising Information

Prices In Effect Until September 30th, 2017

Size	Price per issue					
	1x	2x	3x	4x	5x	6x
1/8 Page	\$20	\$20	\$19	\$12	\$12	\$11
1/6 Page	\$26	\$25	\$24	\$15	\$15	\$14
1/4 Page	\$37	\$36	\$34	\$22	\$21	\$20
1/3 Page	\$46	\$45	\$43	\$27	\$26	\$25
1/2 Page	\$65	\$63	\$61	\$39	\$37	\$36
Full Page	\$122	\$118	\$115	\$72	\$70	\$67

**35% Off!**

### Ad Sizes - width x height

1/8 page: 3-1/2" x 2-1/4" (1050 x 625 pixels)

1/6 page: 2-1/4" x 4-1/2" and 3-1/2" x 3" (625 x 1350 and 1050 x 900 pixels)

1/4 page: 7" x 2-1/4" and 3-1/2" x 4-1/2" (2100 x 625 and 1050 x 1350 pixels)

1/3 page: 2-1/4" x 9" and 7" x 3" (625 x 2700 and 2100 x 900 pixels)

1/2 page: 3-1/2" x 9" and 7" x 4-1/2" (1050 x 2700 and 2100 x 1350 pixels)

Full page: 7" x 9" (2100 x 2700 pixels)

### Preview Issue Ad Space

For ad space in the preview issue, add a 20% preferred positioning premium to the gross insertion rate per ad.

### Link

Each ad is allowed one live link.

### Preferred Format

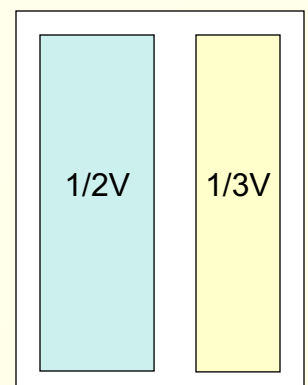
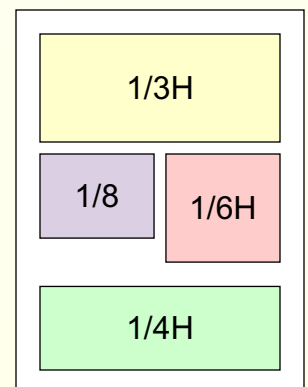
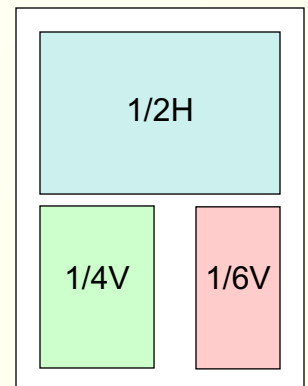
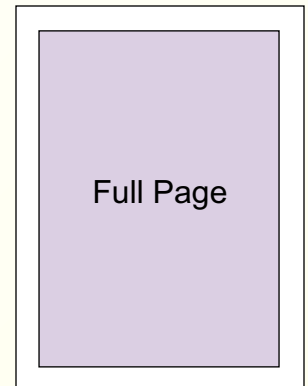
Camera-ready art work files must be in JPG, TIFF or PNG format. Use a resolution of 300 dpi. Electronic files must be less than 3MB. Send larger files on CDs, mailed to the address on page 2.

### Deadline

Completed artwork for ad is needed two months before publication.

### Terms

1. Cancellations/changes will not be accepted after the closing date which is one month before publication.
2. Prepayment is required for all first-time advertisers. Advertisers can set up an account with TQPM.
3. Placement of advertisements is at the discretion of TQPM.
4. Post-contract verbal requests concerning an ad must be followed up by email.
5. Cancellation of an ad forfeits the right to placement and ad rate.
6. TQPM reserves the right to decline advertising which does not meet with TQPM's approval.



## Advertising Contract

The  
**Quilt Pattern**  
Magazine

### Advertising Information *Please Print*

Name \_\_\_\_\_

Company \_\_\_\_\_

Country \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_

**Special Contract**  
Effect Until September 30th, 2017

### Ad URL

\_\_\_\_\_ (Provide the URL the ad should link to.)

### Ad Sizes - width x height (check one)

- |   |   |
|---|---|
| <input type="checkbox"/> 1/8 page: 3-1/2" x 2-1/4"          | <input type="checkbox"/> 1/3 page vertical: 2-1/4" x 9"   |
| <input type="checkbox"/> 1/6 page vertical: 2-1/4" x 4-1/2" | <input type="checkbox"/> 1/3 page horizontal: 7" x 3"     |
| <input type="checkbox"/> 1/6 page horizontal: 3-1/2" x 3"   | <input type="checkbox"/> 1/2 page vertical: 3-1/2" x 9"   |
| <input type="checkbox"/> 1/4 page vertical: 3-1/2" x 4-1/2" | <input type="checkbox"/> 1/2 page horizontal: 7" x 4-1/2" |
| <input type="checkbox"/> 1/4 page horizontal: 7" x 2-1/4"   | <input type="checkbox"/> Full page: 7" x 9"               |

### Payment Method:

PayPal: [paypal6@cddesigns.com](mailto:paypal6@cddesigns.com)

#### Check

All USA advertisers:  
Make check out to **CD Designs**.  
Send check or money order to:  
**CD Designs**  
**PO Box 182671**  
**Arlington, TX 76096-2671**

All other advertisers:  
Make check out to **Cindy Mccoy**.  
Send check or money order (USA funds) to:  
**Cindy Mccoy**  
**PO Box 182671**  
**Arlington, TX 76096-2671**  
**USA**

### Agreement

I agree to the terms and certify that all information and artwork provided by me is unencumbered by copyright(s), both U.S. and foreign.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

### Calculating Ad Price

- |   |   |                                |
|---|---|--------------------------------|
| A. Ad Cost Per Issue<br>See table on previous page.   |   | <input type="text" value="A"/> |
| B. Number of Issues<br>to Run Your Ad   | X | <input type="text" value="B"/> |
| <hr/>   |   |                                |
| C. Cost of Ad<br>Multiply box A and box B.<br>example: \$40 x 6 = \$240   |   | <input type="text" value="C"/> |
| D. Multiple Ad Fee<br>If you would like to change your ad<br>during your ad campaign, add a 25% fee.<br>Multiply box C by 0.25.<br>example: \$240 x 0.25 = \$60 | + | <input type="text" value="D"/> |
| <hr/>   |   |                                |
| E. Cost of Ad<br>Add box C and box D.<br>example: \$240 + \$60 = \$300  | + | <input type="text" value="E"/> |
| <hr/>   |   |                                |
| F. Non-Camera Ready Art Work<br>If your ad is not camera ready,<br>add \$25.  |   | <input type="text" value="G"/> |
| <hr/>   |   |                                |
| G. Cost of Ad<br>Add box E and box F.<br>example: \$300 + \$25 = \$325  | + | <input type="text" value="H"/> |
| <hr/>   |   |                                |
| H. Premium Ad Space<br>If you wish your ad to appear in the<br>preview issue, add 20% fee.<br>Multiply box G by 0.2.<br>example: \$300 x 0.2 = \$60             |   | <input type="text" value="J"/> |
| <hr/>   |   |                                |
| J. Cost of Ad<br>Add box G and box H.<br>example: \$300 + \$60 = \$360  |   |                                |

Scan and email contract, with artwork, to [advertise@quiltpatternmagazine.com](mailto:advertise@quiltpatternmagazine.com)