

RATE CARD BUYER'S GUIDE

A PUBLICATION FOR INTERNATIONAL QUILT MARKET

Houston, Texas • October 23-25, 2021

GEORGE R. BROWN CONVENTION CENTER

1 RESERVE your ad space

Contact: **Bob Ruggiero**
Phone: **713.781.6864 ext. 116**
bobr@quilts.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
Bob Ruggiero at **713.781.6864**
ext. 116

3 MATERIALS delivery

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

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

DEADLINES

RESERVATIONS TO BOB RUGGIERO AUGUST 16

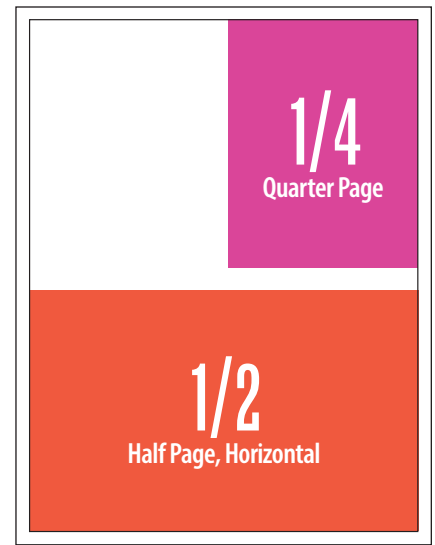
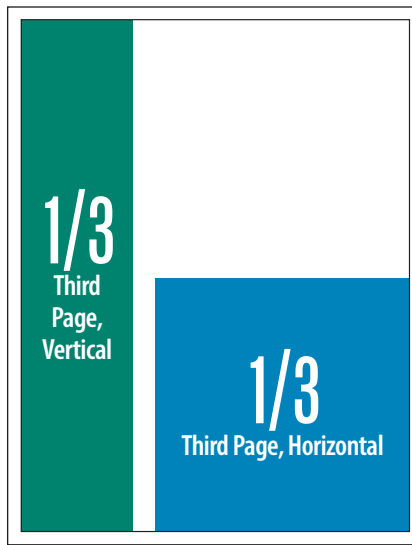
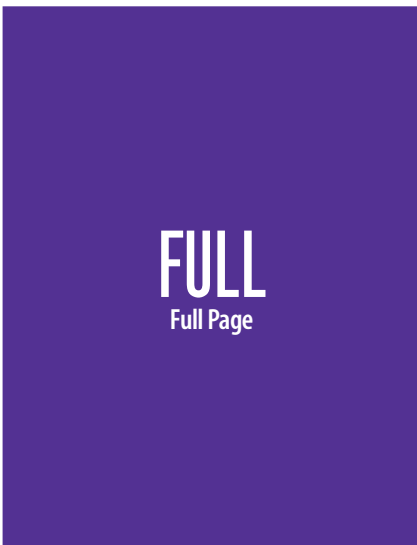
AD MATERIALS TO HUNTER-McMAIN SEPTEMBER 13

PAYMENT TO QUILTS SEPTEMBER 20



PLEASE NOTE OUR POLICIES BELOW:

- 1) If you want to pay by credit card, contact Bob Ruggiero.
- 2) Invoices are sent out on a request basis only. Please request the invoice when placing the ad or at least two weeks before the payment deadline.
- 3) Color ads require a professional matchprint color proof. A print out from a home computer or from a place like FedEx Kinko's is not acceptable. Please see rate card for more details.
- 4) We reserve the right to refuse any ad or require a replacement ad.
- 5) We require payment before program guides are published. If we do not receive payment with ad materials, we will not publish your ad.
- 6) We do not provide tear sheets.
- 7) Materials and payment are due by the deadlines set in the rate card.



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 47⁄8 h
⅓ Page Horizontal.....	5 w x 47⁄8 h
⅓ Page Vertical.....	27⁄16 w x 10 h
¼ Page Vertical.....	3¾ w x 47⁄8 h

COLOR

Covers (if available).....	\$2100
Full	\$1825
½	\$1565
⅓	\$1045
¼	\$835

- 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	\$1300
½	\$835
⅓	\$680
¼	\$525

HOW to prepare your ad

PROGRAMS: Adobe InDesign CC, Adobe Photoshop CC (TIFF or EPS), Adobe Illustrator CC (EPS only. All fonts must be converted to curves.), Adobe Acrobat CC (PDF format only)*

MEDIA: Submission of materials. Digital: Email high resolution PDF to art@huntermcmmain.com or use your preferred file transfer software to send us your files. Mail: Hunter-McMain at the address listed on the front page. **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 Spot 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 Bidingar at 713.627.1177 or karen@huntermcmmain.com. 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.