

RATE CARD

THE QUINTESSENTIAL QUILT

A PUBLICATION FOR THE INTERNATIONAL QUILT FESTIVAL

Houston, Texas • October 9-12, 2025

GEORGE R. BROWN CONVENTION CENTER

DEADLINES

**RESERVATIONS
TO BOB RUGGIERO
AUGUST 28**

**AD MATERIALS
TO HUNTER-McMAIN
SEPTEMBER 4**

**PAYMENT TO QUILTS
SEPTEMBER 16**



1 RESERVE your ad space

***SUBMIT THE INSERTION ORDER**

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

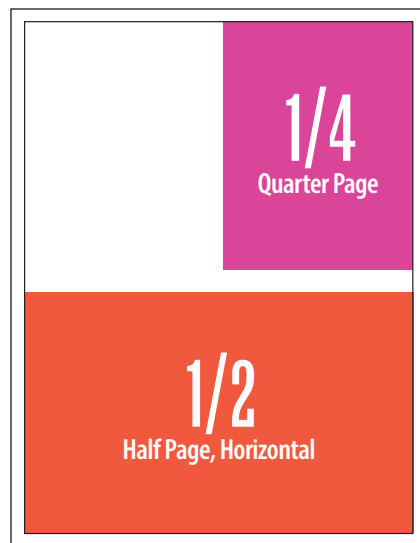
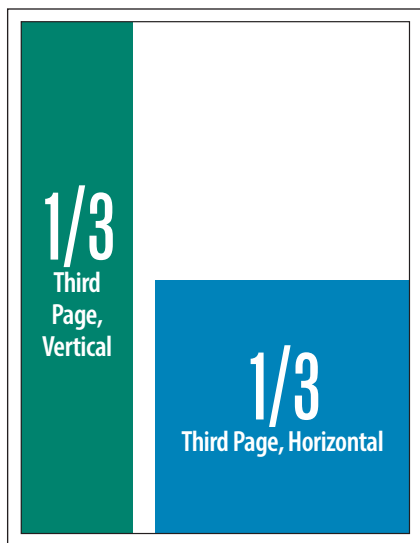
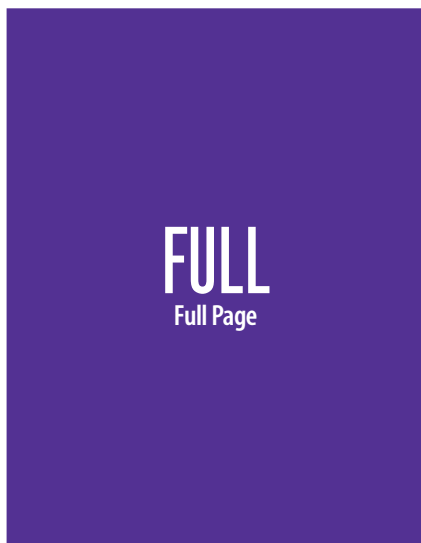
1980 Post Oak Blvd.,

Suite 100

Houston, Texas 77056

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**



SIZE SPECIFICATIONS

Full Page:
Trim Size.....8½ w x 11 h
Bleed Size8¾ w x 11¼ h
Full Page Live Area7¾ 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).....	\$1325
Full	\$1150
½	\$975
⅓	\$650
¼	\$450

- 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.***

BLACK & WHITE

Full	\$800
½	\$475
⅓	\$325
¼	\$250

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.

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: Always have your color proof made at 100%, with crop marks and bleeds (if applicable). Please provide a hard copy color proof that is representative of the color ad. (Refer to Materials Delivery for address). The final appearance of your ad will be affected by the proof you provide. This is essential to compare color while on press. If a color proof is not provided, Hunter-McMain will not be held responsible for accuracy of color reproduction. What appears on your color monitor may not be calibrated to four color process print quality.

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 Manny Cruz at 713.627.1177 or art@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.

Q² AD INSERTION ORDER-2025 QUILT FESTIVAL-HOUSTON

PLEASE email to bobr@quilts.com with the subject line "Fall Quilt Festival Q2."

NOTE: YOU WILL RECEIVE AN INVOICE

Company Name _____ Date _____

Name for Directory of Advertisers (must match alphabetical listing) _____

Contact Name _____

Address _____

City _____

State _____ ZIP Code _____

Phone _____ Ext. _____

Email _____

Size of Ad:

☐ Full Page Cover (if available)*

☐ Full Page

☐ ½ Page

☐ ½ Page – Horizontal

☐ ½ Page – Vertical

☐ ¼ Page

☐ Preferred Position-First half of the book
(Full Page Only)

Color Rate:

☐ \$1325

☐ \$1150

☐ \$975

☐ \$650

☐ \$650

☐ \$450

Additional 10% Charge _____

B/W Rate:

\$ _____

☐ \$800

\$ _____

☐ \$475

\$ _____

☐ \$325

\$ _____

☐ \$325

\$ _____

☐ \$250

\$ _____

\$ _____

Total \$ _____

Send Payment To: Quilts, Inc.

Attention: Publications
7660 Woodway, Suite 550
Houston, Texas 77063

***NOTE: If any cover-Inside Front, Inside Back,
or Back-is available, you will be contacted.
Otherwise, you will receive and be charged
for a regular full page.**

☐ New ad material

☐ Pick up ad from Quilts, Inc. Publication _____

☐ Page number in Publication (if known) _____

_____ Would you like us to strip in your booth number? ☐ Yes ☐ No

Special Instructions: _____

Signature _____ Name/Title _____ Date _____