

# RATE CARD

## BUYER'S GUIDE

A PUBLICATION FOR INTERNATIONAL QUILT MARKET

**Houston, Texas • October 4-6, 2025**

**GEORGE R. BROWN CONVENTION CENTER**

### 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**

## DEADLINES

**RESERVATIONS TO BOB RUGGIERO AUGUST 22**

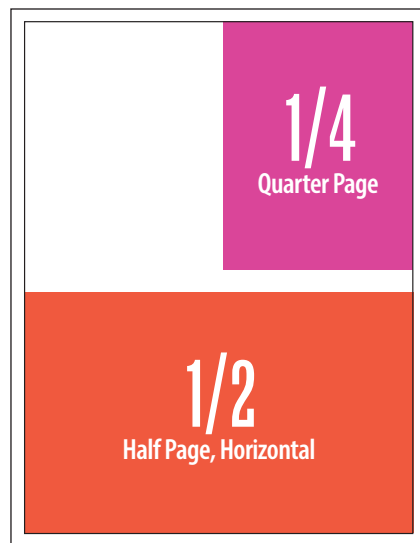
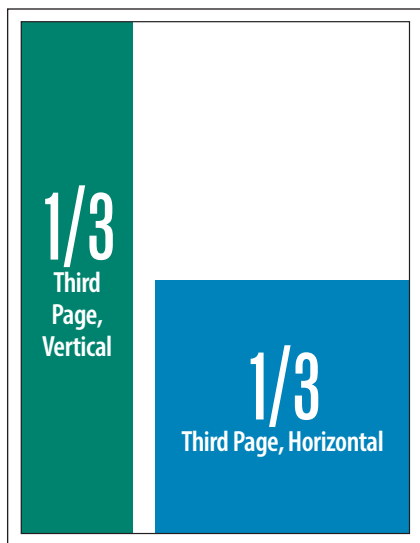
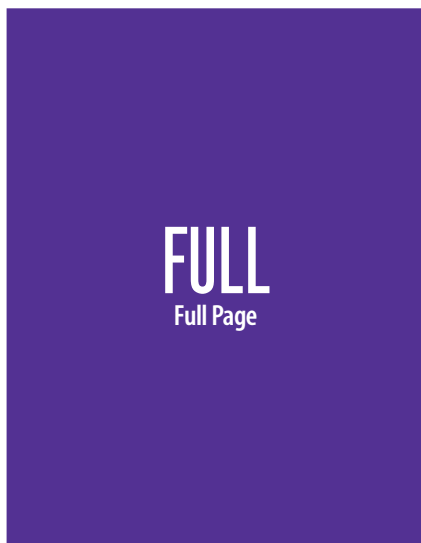
**AD MATERIALS TO HUNTER-McMAIN SEPTEMBER 2**

**PAYMENT TO QUILTS SEPTEMBER 9**



### PLEASE NOTE OUR POLICIES BELOW:

- 1) If you want to pay by credit card, contact Bob Ruggiero at **bobr@quilts.com**.
- 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) We reserve the right to refuse any ad or require a replacement ad.
- 4) We require payment before program guides are published. If we do not receive payment with ad materials, we will not publish your ad.
- 5) We do not provide tear sheets.
- 6) 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 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).....	\$1475
Full .....	\$1275
½ .....	\$1075
⅓ .....	\$685
¼ .....	\$525

- 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 .....	\$875
½ .....	\$525
⅓ .....	\$425
¼ .....	\$75

## 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](mailto: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. (Optional) A press ready color proof of the ad is recommended 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 (OPTIONAL):** Mail to Hunter-McMain, Inc. • 1980 Post Oak Blvd., Suite 100 • Houston, TX 77056

Please provide a color proof that is representative of the color ad. 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 is 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 Manny Cruz at 713.627.1177 or [art@huntermcmmain.com](mailto: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.

# BUYER'S GUIDE AD INSERTION ORDER-2025 QUILT MARKET-HOUSTON

PLEASE email to [bobr@quilts.com](mailto:bobr@quilts.com) with the subject line Fall Quilt Market Buyer's Guide.

**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:	Color Rate:	B/W Rate:	
<input type="checkbox"/> Full Page Cover (if available)*	<input type="checkbox"/> \$1475		\$ _____
<input type="checkbox"/> Full Page	<input type="checkbox"/> \$1275	<input type="checkbox"/> \$875	\$ _____
<input type="checkbox"/> ½ Page	<input type="checkbox"/> \$1075	<input type="checkbox"/> \$725	\$ _____
<input type="checkbox"/> ½ Page – Horizontal	<input type="checkbox"/> \$685	<input type="checkbox"/> \$425	\$ _____
<input type="checkbox"/> ½ Page – Vertical	<input type="checkbox"/> \$685	<input type="checkbox"/> \$425	\$ _____
<input type="checkbox"/> ¼ Page	<input type="checkbox"/> \$525	<input type="checkbox"/> \$75	\$ _____
<input type="checkbox"/> Preferred Position-First half of book (Full Page Only)	_____		\$ _____
	Additional 10% Charge		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.**

<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) _____
Would you like us to strip in the booth number? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Special Instructions: _____	
_____	
_____	

Signature \_\_\_\_\_ Name/Title \_\_\_\_\_ Date \_\_\_\_\_