

MN 2005 - Stars in the Harbor

Advertising Reservation Contract - Closing Date: April 1

Space Reservation

- business card (horizontal only)
- 1/4 page
- 1/2 page horizontal
- 1/2 page vertical
- 1/2 page island
- full page

Mail Contract and Payment to:

Susan MacLennan
4319 Emerson Ave. N
Minneapolis, MN 55412
612.522.4864
randsmacLennan@msn.com

Preferred Position (Upcharge)

- Inside back cover
- Inside back facing page

Media Supplied:

- CD with Hard Copy
 - 100 MB Zip disk with Hard Copy
 - E-mail attachment*(2.5 MB or smaller zipped or stuffed)
- *larger files may be uploaded to a public folder

Format Provided (Please see other side for specifications)

- Illustrator EPS TIF EPS JPG PDF Photoshop (psd)
- Camera Ready Artwork (\$10.00 fee; \$5.00 per additional scan if photos are sent separately)

Advertiser Information (Please Print)

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-Mail _____

Ad Agency Contact Information _____

Ad cost (See other side for actual rates) \$ _____

Camera-Ready Artwork Charge (\$10.00) \$ _____ Total _____

Payment Check Visa MasterCard

Credit Card # _____ Expiration: _____

Agreement

I agree to the terms and provisions stated on the back and certify that all information, artwork and photographs provided by me are unencumbered by copyright(s), both US and foreign.

Authorized Signature _____ Title _____

Ad Rates & Sizes

- _____ Business card (horizontal only) - \$50
- _____ 1/4 page - \$100
- _____ 1/2 page horizontal - \$200
- _____ 1/2 page vertical - \$200
- _____ 1/2 page island - \$200
- _____ Full page - \$400

Preferred Positions

- _____ Inside Back Cover - \$500
- _____ Inside Back Facing Page - \$500
- _____ 1/4 page - \$125
- _____ 1/2 page horizontal - \$250
- _____ 1/2 page vertical - \$250
- _____ Full page - \$500

Art Specifications

Digital art is the preferred medium. All ads are black & white, unless you have requested spot color.

Preferred format for Mac

Illustrator 10.0 (or lower) files with fonts converted to outline or TIF files are preferred. JPG, EPS, PDF and Photoshop files are also acceptable. If PDF files are sent, it is imperative that fonts must be sent separately. Include any fonts and images placed (linked) or embedded in the file. Line art should be a minimum of 600 dpi resolution. Resolution of any photo images or tints should be at least 300 dpi. Black & White or Grayscale files should be submitted; CMYK or RGB files are unacceptable. Fonts must be for Mac OS X (Adobe Postscript or TrueType). Alternately, a Quark 6.0 file may be sent, together with all 300 or 600 dpi black & white/grayscale images and fonts. PC files will be accepted, if necessary, but Minnesota Quilters can not guarantee that the ad will be formatted properly. Mac files are preferred.

Submission of Digital Media

Electronic files may be sent via e-mail (stuffed or zipped for portability and smaller than 2.5 MB). Submit larger files on a non-returnable CD to the address below or email Sarah Shattuck for instructions on uploading your ad.

Camera-Ready Art

Camera-ready artwork may be submitted. However, because the brochure is produced directly from computer files, camera-ready art will be re-scanned, with some loss in quality. A surcharge of \$10 will be charged for scanning and placement. If photos are sent separately (to avoid a second generation scan) there will be a charge of \$5.00/ scan.

Non-Standard Sizing

All ads must fit within the size of the space reserved. Minnesota Quilters reserves the right to modify ads of other shapes and sizes. Changes will be billed at current hourly rate of \$50.00/hour.

Visual Confirmation

Please provide a clear laser proof (minimum 300 dpi).

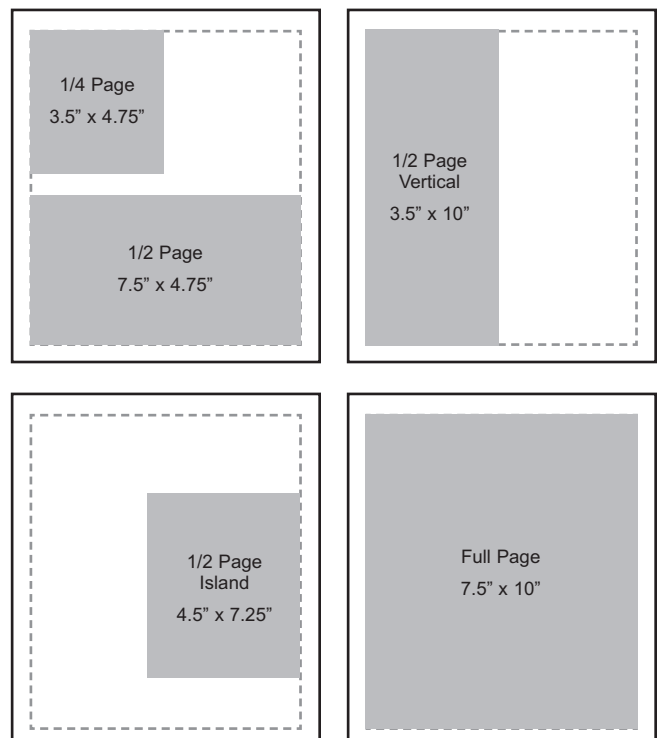
Page Unit Sizes

SHIPPING INFORMATION

Ship CD's, zip disks or camera ready ads, and accompanying proofs to:

Sarah Shattuck
11467 16th Street NE
St. Michael, MN 55376

Send e-mail files (smaller than 2.5 MB) to Sarah Shattuck at sarahshattuck@mac.com



Terms and Provisions

- A. Rate Card MQ2005 effective for MQ2005 Quilt Show only.
- B. Cancellations/changes will not be accepted by MQ after the closing date of April 1, 2005.
- C. Cancellations prior to closing date must be in writing and are not considered accepted until confirmed in writing by the publisher.
- D. Preferred positioning placements are non-cancelable.
- E. Advertiser and advertising agency assume liability for all content of advertisements printed and for any claims arising therefrom made against the publisher.
- F. MQ shall not be liable for any failure to print, publish, or circulate all or any portion of the show booklet in which an advertisement accepted by the publisher is contained if such failure is due to acts of God, strikes, accidents, or other circumstances beyond the publisher's control.
- G. In consideration of publication of an advertisement, the advertiser and agency, jointly and severally, will indemnify and hold harmless the publication, its officers, agents, and employees against expenses (including legal fees) and losses resulting from publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringement, or plagiarism.
- H. No conditions, printed or otherwise, appearing on the contract, order, or copy instructions that conflict with the publisher's policies will be binding on the publisher.
- I. Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error. Publication is made and charged for at the rates in effect at the time of publication without further notice.
- J. Cancellation of space contract by the advertiser or its agency forfeits the right to position protection and/or the contract rate. The rate on past and subsequent insertions will be adjusted to conform with the actual space used at current rates.
- K. The forwarding of an order is construed as an acceptance of all rates and conditions under which advertising is at the time sold.
- L. MQ reserves the right to decline advertising that does not meet with the MQ's approval. Further, MQ reserves the right to refuse any ads that are not in the accepted format or configuration. For example, vertical formatted business cards will not be accepted.
- M. Advertiser is ultimately responsible and liable for payment for advertising placed by agency in the event the agency defaults payment to the MQ.
- N. Upon written request, MQ will attempt to return all ad materials sent in by the advertiser (props, models, product, etc.) to the advertiser, but shall not be held liable for damaged, lost, or unreturned goods.
- O. All ad film executed by MQ at no charge remains the property of MQ.

_____ initials