

**Minnesota Quilters 31st Annual
Quilt Show and Conference
Great Lake Great Quilt
Advertising Reservation Contract**

Complete this page and return
before **April 15, 2009**
To reserve your advertising space

See Enclosed ad rate sheet for
prices and placement

Mail contract, payment, CD or art format to:

Cindy Wilson
Show Book Publication - Ads
Minnesota Quilters, Inc.
3000 University Ave. SE #120
Minneapolis, MN 55414

You may also e-mail ad as attachment to:

Cindy Wilson
print09@mnquilt.org

For more information about advertising in the
2009 Show Book, contact Cindy Wilson at
print09@mnquilt.org

If asking for a preferred placement ad, please
contact Cindy to ensure that your preferred space
is still available.

Advertiser Information (Please Print)

Name: _____
Company: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ E-Mail: _____

Ad cost: (See other side for actual rates)

\$ _____

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

Payment: Check Visa MasterCard Discover

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: _____

Advertising Space Reservation

(see ad rate sheet for prices and placement)

Regular Positions

- business card (vertical or horizontal format)
- 1/4 page
- 1/2 page horizontal
- 1/2 page vertical
- full page

Preferred Positions

- Inside front cover + optional Spot Color
- Outside Back Cover + optional Spot Color
- Inside back cover 1/2 page V + optional Spot Color
- Inside back facing page 1/4 1/2 h 1/2 v Full Page

Media Supplied:

- CD (mailed to MQ office)
- E-mail attachment (e-mailed to Cindy Wilson)
print09@mnquilt.org on (date) _____

**Format Provided - High Resolution
(see next page for specifications)**

- PDF JPG TIF
- Camera Ready Artwork (additional \$10.00 per scan)

SHOW BOOK AD RATES & SIZES

Regular Positions

Prices now through 3/15/09 or (3/16/09-4/15/09)

- Business card (horizontal only) - \$55 (\$60)
- 1/4 page - \$110 (\$120)
 - 1/2 page horizontal - \$220 (\$230)
 - 1/2 page vertical - \$220 (\$230)
- Full page - \$440 (\$450)

Preferred Positions

- Inside Front Cover (full page) \$600
optional addition: Spot Color \$70 + \$600 = \$670
- Back Cover (full page) - \$750
optional addition: Spot Color \$70 + \$750 = \$820
- Inside Back Facing Page
 - 1/4 page - \$150
 - 1/2 page horizontal - \$300
 - 1/2 page vertical - \$300
 - Full page - \$600

-- Inside Back Cover (full page) - \$600 optional addition: Spot Color \$70 + \$600 = \$670

-- Inside Back Cover (1/2 page vertical) - \$300

ART SPECIFICATIONS

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

(Spot color is available at an additional charge for front and back cover and inside cover pages only.)

Preferred format for PC

Line art should be a minimum of 600 dpi resolution. Resolution of any photo images or tints should be at least 300 dpi. Do not import photos from your website! Website photos are usually 72dpi and not suitable for printing. (Website photos will appear "fuzzy.") Fonts must be Type 1 or TrueType fonts.

Submission of Digital Media

Electronic files may be sent via e-mail. Send larger files on CD.

Camera-Ready Art

Camera-ready artwork may be submitted. The brochure is produced directly from computer files. Camera-ready copy 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 per scan.

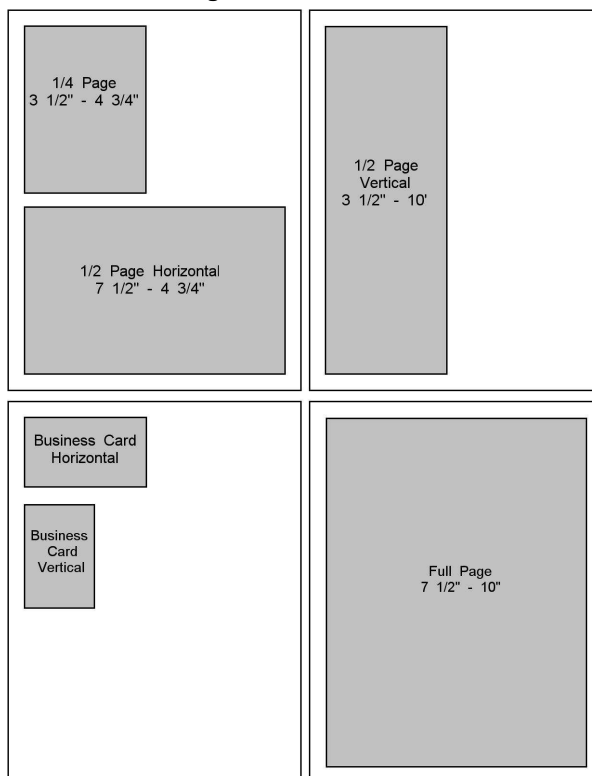
Non-Standard Sizing

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.

Proof Copy

Please provide a clear laser proof (minimum 300 dpi). We want your ad to look great! Ads created for Website purposes are usually 72 dpi and not suitable for printing. (The ad will appear "fuzzy.")

Page Unit Sizes



Minnesota Quilters Inc. Advertising Terms and Provisions

- A. Rate Card MQ2009 effective for MQ2009 Quilt Show only.
- B. Cancellations/changes will not be accepted by MQ after the closing date of April 15, 2009.
- 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 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.