

Advertising Information for the Prairie Piecemakers Quilters' Guild Inside the Guild Newsletter

The Prairie Piecemakers Quilters' Guild (PPQG) has 25+ years as a non-profit incorporated organization, serving quilters, promoting the quilting arts, and supporting the development of quilting in Regina and area.

Your advertisement is an effective way to reach a local and broader audience of quilters.

Local audience: the PPQG publishes **10** newsletters each year, one each month from September through June. The newsletter is distributed to all Guild members (currently 150 members and growing!).

Extended audience: advertisers in the newsletter are recognized on the Guild website (<http://www.prairiepiecemaker.com>) with a link to their website and/or contact information. Each newsletter is posted on the Guild website and remains available for public download through the newsletter archive. There are often over 300 visitors per month to the Guild website rising to over 600 visits per month when repeat visitors are included.

Advertising options in the *Inside the Guild* newsletter are reasonable and flexible, customized by you for your needs, and delivered directly to your target audience. Please see our advertising guidelines below.

Advertising Rates:

Single Issue Rate			10 issues
Category	Size	Rate	Rate
Full page	7.5" x 10"	\$50.00	\$250.00
Half page (horizontal)	7.5" x 5"	\$25.00	\$125.00
Half page (vertical)	10" x 3.75"	\$25.00	\$125.00
Quarter page	3.75" x 5"	\$16.00	\$80.00
Business card	3.75" x 2.5"	\$8.00	\$40.00

Note: Your advertisement will be included in 10 consecutive issues of the Guild newsletter. Current rates are subject to review.

PPQG Advertising Guidelines

Timeline: Advertisers must have their ad copy to the editor of the PPQG newsletter by the 20th of the month of publication, in order for it to appear in the next issue which is the first Tuesday of each month.

Monthly Ad Changes: Those wishing to change their ad copy monthly (when taking advantage of the 10 month advertising rate) must provide a generic template ad to the editor. If an updated ad is not received, the generic template will be used.

Format: If submitting text and graphics separately, text must be in a Microsoft Word or plain text format. Graphics must be submitted in a .jpeg, .png, or .tif format. Business cards used for ads must be sent in the original graphics format. A scanned copy of a physical card is not usable. Please check with the editor if you have any questions about format. Your advertisement will be black and white in the printed newsletter for meetings but will display in colour on the Guild website.

Content: You, the advertiser, may highlight classes and sales in the advertisement, but may not use it for distributing your newsletter. If provided, your web link will have an active listing on the PPQG website (<http://prairiepiecemaker.com/pages/newsletter-advertising>).

Editing: We will make every attempt to ensure that if an error is made, it will be addressed in such a way that satisfies you and the PPQG executive.

Payment: Full payment for your advertisement must be received within 30 days of the invoice date. Pro-rated pricing for less than a 10-month contract is available. We prefer to use e-transfer as a method of payment.

CONTACT:

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