

## **PATCHES NEWSLETTER ADVERTISING POLICY**

### **Quilters' Guild of South Australia Inc.**

- Patches is published six times a year, with an average print run of 850 copies, reaching at least 3000 people
- Deadlines for each issue are the first Friday of January, March, May, July, September and November
- Issues are published in February, April, June, August, October and December
- Commercial interests soliciting space or wishing to place articles in Patches are to consider the required space as advertising, which will require the appropriate fee to be paid (see below for rates)
- Invoices will be posted to advertisers at publication time, with a complimentary copy of the newsletter
- A postal address is required from all advertisers for invoices
- Display advertisements can be supplied in a Microsoft Word document, or a .pdf file, with the text set out as required
- A separate jpeg of any image or logo needed must be emailed as an attachment to the editor at [editor@saquilts.org.au](mailto:editor@saquilts.org.au)
- Images can be embedded in a Word document to show the placement, but must also be sent as a jpeg file for publication with maximum quality
- Photocopies are not sufficient quality and are therefore unacceptable
- If required, advertisements can be laid out for a one-off fee, equal and additional to the cost of one issue's placement. The Publisher will charge a nominal fee direct to the advertiser
- If changes need to be made to an existing advertisement and it requires the type-setter's time, the Publisher will charge a nominal fee direct to the advertiser
- Colour advertisements incur an extra fee, and this will be invoiced by the Publisher. Contact Justin on phone 0419 277 707 or [man\\_print@bigpond.com](mailto:man_print@bigpond.com) for further details of costs, which may vary according to number of colours printed, and size of the advertisement
- Advertising submissions may be refused or edited at the Editor's discretion
- Quilters' Guild of South Australia Inc. disclaims all responsibility for the contents of advertisements

### **Costs**

- |                                     |                    |
|-------------------------------------|--------------------|
| • Eighth page 87mm (w) X 60mm (h)   | \$40.00 per issue  |
| • Quarter page 87mm (w) X 124mm (h) | \$75.00 per issue  |
| • Half page 180mm (w) X 124mm (h)   | \$150.00 per issue |
| • Full page 180mm (w) X 254mm (h)   | \$330.00 per issue |

The Editor

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