



# the Quilting Quarterly

**The Quilting Quarterly**  
 NQA, Inc.  
 P.O. Box 12190  
 Columbus, OH 43212-0190

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### Invoicing and Payment

Ads are invoiced upon approval. Payment is due within 30 days. If an advertiser is past due, ads for subsequent issues will not be accepted until payment is received. *NQA Members, Chapters and Affiliates in good standing receive a 25% discount on ad rates.* Design services are not discounted.

### Ad Deadlines

	Fall 2011	Projects	Winter 2012	Spring 2012	Summer 2012
Commit to Ad Space	Jul. 2, 2011	Sept. 2, 2011	Nov. 2, 2011	Jan. 2, 2012	Mar. 1, 2012
Ad/Ad Copy and images due	Jul. 25, 2011	Sept. 25, 2011	Nov. 25, 2011	Jan. 25, 2012	Mar. 25, 2012
Proof to Advertisers	Aug. 27, 2011	Oct. 27, 2011	Dec. 27, 2011	Feb. 25, 2012	Apr. 27, 2012
Approvals Due	Sept. 1, 2011	Nov. 1, 2011	Jan. 2, 2012	Mar. 1, 2012	May 1, 2012
Delivered to Subscribers	Oct. 1–15, 2011	Dec. 1–15, 2011	Feb. 1–15, 2012	Apr. 1–15, 2012	Jun. 1–15, 2012

*Dates are approximate and subject to minor changes.*

## Advertising Rates — 2011/2012

All ads are full color. Digital printing costs are the same for black & white or color... so choose color!

Full Page	\$800
Half Page	\$400
Quarter Page	\$200
Eighth Page	\$100
Front or Back Inside Covers	\$1000

### Ad Designs and Preparation

Advertiser will provide art and/or 300 dpi digital images, and copy for ad preparation. This is an additional charge added to the actual cost of the ad.

Full Page	\$75
Half Page	\$40
Quarter Page	\$25
Eighth Page	\$25



**Full Page Ad** (represented by page border)  
 7.5" X 10"





**Half Page Horizontal**  
4.875" x 7.5"



**Eighth Page**  
3.625" x 2.315"



**Quarter Page**  
3.625" x 4.875"



**Half Page Vertical**  
3.625" x 10"

To place an ad in  
*The Quilting Quarterly*  
Contact Barbara Polston, *Editor*  
Direct Contact, Phoenix, AZ  
Phone: 480-961-5177  
Email: [editor@nqaquilts.org](mailto:editor@nqaquilts.org)