



ADVERTISING PACKET 2018 QuiltFest Show Program

Advertising Packet for the 2018 QuiltFest Show Program

The Austin Area Quilt Guild will hold its biennial Capital of Texas QuiltFest September 28 - 30, 2018 at the Palmer Event Center in Central Austin. The theme of the 2018 show is **“World of Color”**. You can help us by advertising in our complimentary Show Program to be published in conjunction with the show. Each of the anticipated 4,000 attendees over the three-day show will receive a Show Program upon entry to the show floor. Even better, your advertising exposure will begin early on our dedicated web site and will continue after the show.

Your ad is an excellent way to focus your advertising dollars on a targeted, interested and devoted audience of quilt makers and quilt lovers. Vendor booth numbers will be automatically included in print ads to encourage attendees to visit to those special booths.

Funds generated from the QuiltFest are used to support the Guild’s mission of preserving the heritage of quilting and promoting excellence and education in the art of quilt making. We offer on-going support and education via monthly general meetings, lectures and workshops by nationally recognized quilters. Smaller groups of members in neighborhood quilting “bees” share the educational lessons from the area meetings and extend the charitable mission of AAQG.

- ❖ **AAQG is a registered 501(c) 3 organization. Consult with your tax advisor as to whether and how to deduct your advertising.**
- ❖ **AAQG has donated over 700 quilts and afghans to families of wounded soldiers and families at Brooke Army Medical Center in San Antonio, active duty soldiers in Mosul, Iraq, and to veterans at the Veterans Hospital in Temple, Texas.**
- ❖ **Our community outreach annually averages 400 completed quilts donated to child & infant well-being programs in Travis and Bastrop counties.**

In addition to the purchase of your ad in the program, we encourage guilds and shops to display complimentary Show Posters and Postcards. To order promotional postcards and window posters please e-mail a request to showpublicity@aaqq.org.

The following pages include the layout information and advertising rates for the Show Program. Ad copy and payment must be received by July 1, 2018. Checks (made out to AAQG) and PayPal are both acceptable forms of payment.

For 2018 Program Advertising information contact: **Vicci Conway** – showadvertising@aaqq.org.

Please join us at the AAQG’s Capital of Texas QuiltFest September 28 - 30, 2018

We look forward to receiving your ad and thank you in advance for your support.

Program Ads should be submitted electronically to Vicci Conway @ showadvertising@aaqq.org.

- Preferable format is PDF with 300 dpi. Acceptable formats also include MS Word or JPG.
- **The printer cannot open or use MS Publisher files.**
- If you need AAQG to set up your ad for the program, there will be a \$25.00 charge in addition to the cost of the ad.
- If you wish to submit original camera ready paper copy, they will be scanned by the printer at no additional charge. Every effort will be made to assure quality copy.
- Programs will be printed 8.5" x 11", black and white, except for the front inside and front/back outside covers.

1) PAYMENT: Indicate your choice

Checks made out to **AAQG 2018 Show and** this form must be mailed to:

Vicci Conway 668 Speed Horse Liberty Hill, TX 78642-4782

PayPal - Go to: <https://www.aaqq.org/Quilt-Show-Payment-Vendors/>

Submit your PayPal receipt **with** this form should be emailed to showadvertising@aaqq.org.

*NOTE: You **DO NOT** need a PayPal account in order to pay using PayPal! For new buyers, signing up for a PayPal account is now **optional**. This means you can complete your payment first, and then decide whether to save your information in a PayPal account for future purchases.*

2) Please print the following information for our records:

Advertiser Name: _____

Advertiser Address: _____

Advertiser Email: _____

Advertiser Phone: _____

Advertiser Contact
Name: _____

AAQG Member Contact: _____

3) Ad Size [please check one] :

Business Card - \$45

Quarter Page - \$70

Half Page - \$110

Full Page Interior - \$200

Full Page – Inside Front cover, 4 color \$350

~~Full Page – Inside Back cover, 4 color \$300~~ SOLD

~~Full Page – Outside Back cover, 4 color \$400~~ SOLD

4) Are you also a vendor in our show? Yes No

Ad Committee Use Only:

Received date: _____ Ck # _____ PayPal

Amt: _____

Size: IF IB OB ¼ ½V ½ H FP-Int Bee Vendor Booth # _____

FULL PAGE 7.5" x 10"

HALF PAGE VERTICAL 3.25" X 10"
\$110

HALF PAGE HORIZONTAL 7.5" X 4.5"
\$110

QUARTER PAGE 3.5" X 4.5"
\$70

BUSINESS CARD 3.5" X 2.25"
\$45