



Advertising Rate information

Stitch 'N Times

ASG KANSAS CITY CHAPTER

The *STITCH 'N TIMES* is published by the *KANSAS CITY CHAPTER OF THE AMERICAN SEWING GUILD*. Reaching a national readership of 750, it provides information on what is happening in the world of sewing – how-to, materials, resources and events. The men and women who read the newsletter are hobbyists, artists, professionals and educators.

The *KANSAS CITY CHAPTER OF THE AMERICAN SEWING GUILD*, recipient of the 2002 Chapter of the Year award, has a membership of approximately 475 geographically distributed within 100 miles of the Kansas City metropolitan area, including such areas as Topeka and Leavenworth, Kansas, and Liberty, Harrisonville and Independence, Missouri.

PRODUCTION SCHEDULE

ISSUE DATES: Published 6 times a year on the first of the month (January, March, May, July, September and November).

DEADLINES: Ads and information (like upcoming events) to be included in an issue is due the first of the month prior to the issue date.

CLOSING DATES: Ads requiring production services must be received by the 25th, two months prior to the issue date. Camera-ready ads or emailed ads must be received by the 1st of the month prior to the issue date.

ISSUE	CAMERA READY ADS DUE UPCOMING EVENTS DUE	SPACE RESERVATION ADS REQUIRING PRODUCTION DUE
January/February	December 1st	November 25th
March/April	February 1st	January 25th
May/June	April 1st	March 25th
July/August	June 1st	May 25th
September/October	August 1st	July 25th
November/December	October 1st	September 25th

ADVERTISING RATES

INSERT (ASG will print the inserts)	8-1/2" (8.5) Width x 11" Height	\$76	(see production cost notes)
FULL PAGE:	7-1/4" (7.25)W X 10"H	\$60	(production cost: \$120)
1/2 PAGE:	Horizontal—7-1/4" (7.25) x 5"H	\$40	(production cost: \$60)
	Vertical—3-1/2" (3.5)W x 10"H	\$40	(production cost: \$60)
1/4 PAGE:	3-1/2" (3.5)W x 5"H	\$30	(production cost: \$30)
1/6 PAGE:	3-1/2" (3.5)W x 3-1/2" (3.5)H	\$25	(production cost: \$21)
BUSINESS CARD SIZE (1/8 PAGE):	3-1/2" (3.5)W x 2"H	\$15	(production cost: \$12)
CLASSIFIED AD:	10¢ per word (exclude "a, an, the")		

PRODUCTION COST: Advertising composition/design available at \$6/column inch. Production costs are only charged when *STITCH 'N TIMES* is asked to create or modify an ad. The production charges listed above reflect the costs associated with each size ad. For a quote on the production cost for a specific insert contact the designer listed below.

PRINT ADVERTISING

CAMERA READY: A paper print out mailed to the editor.

ELECTRONIC SUBMISSIONS: Email files to the editor and designer.

Software Files: PC—Prefer Adobe Acrobat PDF files, InDesign, PageMaker, Photoshop or Word.

Graphic Files: ".tif", ".gif", ".eps", ".jpg" or ".pdf"

All graphic files and fonts must be included. Grayscale graphic images scanned resolution at 200dpi. Black and white line art scanned resolution at 600dpi. For camera-ready artwork use 85-line screen on halftones. All electronic files must include a list of fonts and a laser print of the ad as it should appear. **NOTE:** When Creating PDFs all fonts must be embedded in the file or they will not reproduce correctly. If you create the document in Adobe InDesign or PageMaker use the "Save For Service Provider" plug-in that will save a copy of your original file and assemble a copy all the font files and graphic images you've used in a new folder. If you create your ad in a software not mentioned please save the file as a graphic or as a PDF file.

PAYMENTS

Payment for ads is due at the time of submission. Checks should be made payable to the *AMERICAN SEWING GUILD* and sent to the editor.

EDITOR

PAULA BRADFIELD
6027 Harrison
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816-361-3008
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DESIGNER

DENISE DIAN LAUGHLIN
700 E 63rd Terrace
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RETAIL LIAISON

CAROL LAY
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Merriam, KS 66203
913-226-5119
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AMERICAN SEWING GUILD—KANSAS CITY CHAPTER ADVERTISING AD SIZES

FULL PAGE:
7-1/4"(7.25) x 10"

1/2 PAGE:
Vertical—3-1/2" (3.5) x 10"

1/2 PAGE:
Horizontal—7-1/4" (7.25) x 5"

1/4 PAGE:
3-1/2" (3.5) x 5"

1/6 PAGE:
3-1/2" (3.5) x 3-1/2" (3.5)

BUSINESS CARD SIZE(1/8 PAGE):
3-1/2" (3.5) x 2"