



CREATIVE CRAFTS  
GROUP

2011 QUILTING RATE CARD

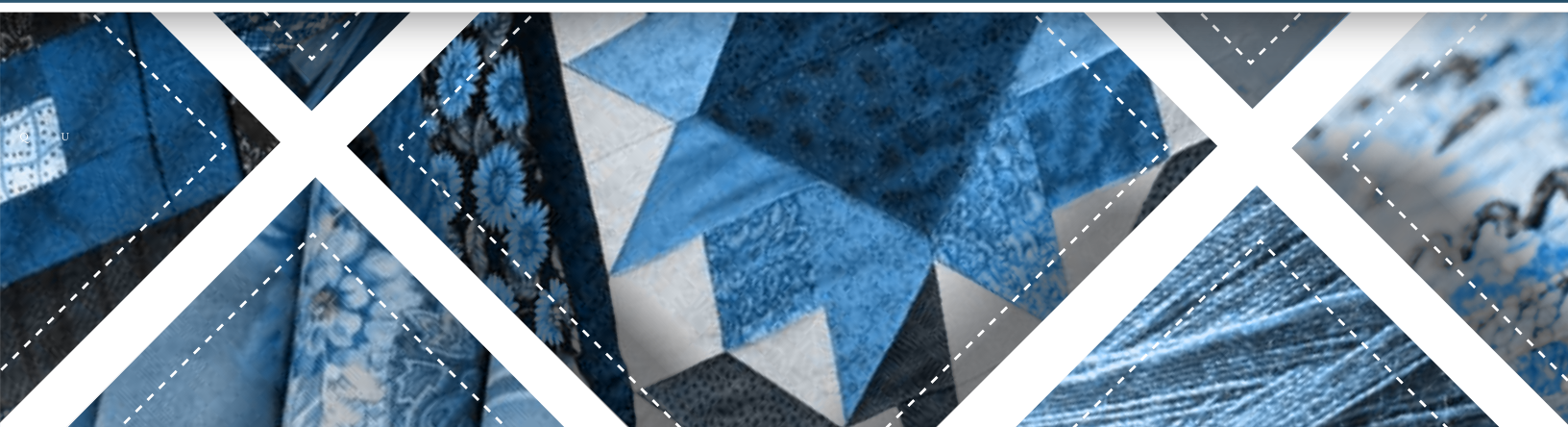
– NO. 43 –

McCall's **QUILTING**  
BEAUTIFUL PATTERNS FOR YOUR HOME

**QUILTERS**  
NEWSLETTER

**Quiltmaker**  
Step-by-Step Patterns, Tips & Techniques

McCall's **QuickQuilts**





2011 RATE CARD - EFFECTIVE OCTOBER 1, 2010

**DISPLAY ADVERTISING RATES (PER ISSUE) - 2011**

**FOUR-COLOR**

SIZE	1x	3x	6x	12x	18x	24x
2-Page Spread	\$8,995	\$8,320	\$8,095	\$7,330	\$7,015	\$6,745
Full Page	4,500	4,160	4,050	3,665	3,510	3,375
2/3 Page	3,340	3,090	3,005	2,725	2,605	2,505
1/2 Page	2,780	2,570	2,500	2,265	2,170	2,085
1/3 Page	2,085	1,930	1,875	1,700	1,625	1,565
1/4 Page	1,500	1,390	1,350	1,225	1,170	1,125
1/6 Page	1,077	995	970	880	840	810
1/8 Page	890	825	800	725	695	670
1/12 Page	640	590	575	525	500	480

**COVERS (COLOR ONLY)**

SIZE	1x	3x	6x	12x	18x	24x
Cover 2 or 3	\$5,155	\$4,770	\$4,640	\$4,200	\$4,020	\$3,867
Cover 4	5,600	5,180	5,040	4,565	4,370	4,200

**BLACK AND WHITE**

SIZE	1x	3x	6x	12x	18x	24x
2-Page Spread	\$6,655	\$6,155	\$5,990	\$5,425	\$5,190	\$4,995
Full Page	3,325	3,075	2,990	2,710	2,595	2,495
2/3 Page	2,075	1,920	1,870	1,690	1,620	1,555
1/2 Page	1,715	1,585	1,545	1,400	1,340	1,282
1/3 Page	1,265	1,170	1,140	1,030	985	950
1/4 Page	990	915	890	810	775	745
1/6 Page	725	670	655	590	565	545
1/8 Page	540	500	485	440	425	405
1/12 Page	425	395	385	345	330	320

Positioning of the ads is Run of Press (ROP) and at the discretion of the Publisher. Requested positions are guaranteed only as space permits and when accompanied by a 25% preferred positioning premium on the gross insertion rate per ad.

For Clients that are advertising in every issue of every publication including SIP's, deduct 3% from 24x rate. For 2/C advertisements, add 15% to b&w gross rate.

**REGULAR ISSUE SCHEDULE (EFFECTIVE WITH THE APR 2011 ISSUE)**

ISSUE	CLOSING	MAT. DUE	SHIP DATE	ON-SALE
APR 2011	11/29/10	12/06/10	01/11/11	02/01/11
JUN 2011	01/31/11	02/07/11	03/15/11	04/05/11
AUG 2011	03/29/11	04/05/11	05/10/11	05/31/11
OCT 2011	05/31/11	06/07/11	07/12/11	08/02/11
DEC 2011	08/01/11	08/08/11	09/13/11	10/04/11
FEB 2012	09/27/11	10/04/11	11/08/11	11/29/11

*"I just received my Fall issue of McCall's Quilting and I wanted to say thank you. I had just about given up on quilting and quilting magazines due to all of the 'hurry up, quick to finish,' and bold bright colors that everyone seems to think that that is what should be on the market. How happy was I when I opened the index page to find the Dresden Medallion (which I've already started) and the soft colors in the Cocoa Baskets; don't even get me started on the beautiful Nellie's Star, and A Vintage View is definitely in my future. I'm so glad that I have subscribed to your magazine and plan to renew. Thank you again."*

- VALERIE MINERD, SEWELL, NJ

**DISPLAY AD DIMENSIONS (LIVE AREA)**

Spread Trim Size .... 17 3/4" w x 10 7/8" h  
Bleeds ..... add 1/8" on all sides  
Live Area ..... 16 3/4" w x 9 7/8" h

Full Pg. Trim size .... 8 7/8" w x 10 7/8" h  
Bleeds ..... add 1/8" on all sides  
Live Area ..... 7 7/8" w x 9 7/8" h

\* Bleeds for full pages/spread only – for bleed for other sizes please contact us.

2/3 Page V ..... 5 1/8" w x 9 7/8" h  
1/2 Page V ..... 3 7/8" w x 9 7/8" h  
1/2 Page H ..... 7 7/8" w x 4 5/8" h  
1/2 Page D ..... 5 1/8" w x 7" h  
1/3 Page V ..... 2 1/2" w x 9 7/8" h  
1/3 Page Sq ..... 5 1/8" w x 4 5/8" h  
1/4 Page V ..... 3 7/8" w x 4 5/8" h  
1/6 Page V ..... 2 1/2" w x 4 5/8" h  
1/6 Page H ..... 5 1/8" w x 2 1/4" h  
1/8 Page H ..... 3 7/8" w x 2 1/4" h  
1/12 Page ..... 2 1/2" w x 2 1/4" h



### 2011 RATE CARD - EFFECTIVE OCTOBER 1, 2010

#### DISPLAY ADVERTISING RATES (PER ISSUE) - 2011

##### FOUR-COLOR

SIZE	1x	3x	6x	12x	18x	24x
2-Page Spread	\$11,845	\$10,660	\$9,950	\$9,655	\$9,240	\$8,885
Full Page	5,920	5,330	4,975	4,825	4,620	4,440
2/3 Page	4,505	4,055	3,785	3,675	3,515	3,380
1/2 Page	3,460	3,115	2,905	2,820	2,700	2,595
1/3 Page	2,340	2,105	1,965	1,910	1,825	1,755
1/4 Page	1,795	1,615	1,510	1,465	1,400	1,345
1/6 Page	1,210	1,090	1,020	985	945	905
1/8 Page	935	840	785	760	730	700
1/12 Page	645	580	540	527	505	485

##### COVERS (COLOR ONLY)

SIZE	1x	3x	6x	12x	18x	24x
Cover 2 or 3	\$6,790	\$6,245	\$6,110	\$5,535	\$5,295	\$5,095
Cover 4	7,075	6,510	6,370	5,765	5,520	5,305

##### BLACK AND WHITE

SIZE	1x	3x	6x	12x	18x	24x
2-Page Spread	\$10,015	\$9,015	\$8,415	\$8,160	\$7,815	\$7,515
Full Page	5,010	4,510	4,210	4,085	3,910	3,755
2/3 Page	3,270	2,945	2,745	2,665	2,550	2,455
1/2 Page	2,550	2,295	2,145	2,080	1,990	1,915
1/3 Page	1,685	1,515	1,415	1,375	1,315	1,265
1/4 Page	1,290	1,160	1,085	1,050	1,005	970
1/6 Page	850	765	715	695	665	640
1/8 Page	665	600	560	545	520	500
1/12 Page	440	395	370	360	345	330

Positioning of the ads is Run of Press (ROP) and at the discretion of the Publisher. Requested positions are guaranteed only as space permits and when accompanied by a 25% preferred positioning premium on the gross insertion rate per ad.

For Clients that are advertising in every issue of every publication including SIP's, deduct 3% from 24x rate. For 2/C advertisements, add 15% to b&w gross rate.

##### REGULAR ISSUE SCHEDULE (EFFECTIVE WITH THE FEB 2011 ISSUE)

ISSUE	CLOSING	MAT. DUE	SHIP DATE	ON-SALE
FEB 2011	11/12/10	11/19/10	12/28/10	01/18/11
APR 2011	01/10/11	01/17/11	02/22/11	03/15/11
JUN 2011	03/14/11	03/21/11	04/26/11	05/17/11
AUG 2011	05/16/11	05/23/11	06/28/11	07/19/11
OCT 2011	07/18/11	07/25/11	08/30/11	09/20/11
DEC 2011	09/19/11	09/26/11	11/01/11	11/22/11

*"The magazine looks wonderful, with great articles, great quilts, and great pictures. I always look forward to getting QN every time, and it is a big treat to read and to see what is going on in each issue!"*

- SUSAN ENNIS, HUMBLE, TX

##### DISPLAY AD DIMENSIONS (LIVE AREA)

Spread Trim Size .... 16 3/4" w x 10 7/8" h  
 Bleeds ..... add 1/8" on all sides  
 Live Area ..... 15 3/4" w x 9 7/8" h

Full Pg. Trim size .... 8 3/8" w x 10 7/8" h  
 Bleeds ..... add 1/8" on all sides  
 Live Area ..... 7 7/8" w x 9 7/8" h

\* Bleeds for full pages/spread only – for bleed for other sizes please contact us.

2/3 Page V ..... 4 3/4" w x 10" h  
 1/2 Page V ..... 3 1/2" w x 10" h  
 1/2 Page H ..... 7 1/2" w x 4 3/4" h  
 1/2 Page D ..... 4 3/4" w x 7 1/2" h  
 1/3 Page V ..... 2 1/4" w x 10" h  
 1/3 Page Sq ..... 4 3/4" w x 4 3/4" h  
 1/4 Page V ..... 3 1/2" w x 4 3/4" h  
 1/4 Page H ..... 7 1/2" w x 2 1/4" h  
 1/6 Page V ..... 2 1/4" w x 4 3/4" h  
 1/6 Page H ..... 4 3/4" w x 2 1/4" h  
 1/8 Page H ..... 3 1/2" w x 2 1/4" h  
 1/12 Page ..... 2 1/4" w x 2 1/4" h



2011 RATE CARD - EFFECTIVE OCTOBER 1, 2010

### DISPLAY ADVERTISING RATES (PER ISSUE) - 2011

#### FOUR-COLOR

SIZE	1x	3x	6x	12x	18x	24x
2-Page Spread	\$7,750	\$7,130	\$6,975	\$6,355	\$6,045	\$5,815
Full Page	3,875	3,565	3,490	3,180	3,025	2,905
2/3 Page	2,875	2,645	2,590	2,360	2,245	2,155
1/2 Page	2,395	2,205	2,160	1,965	1,870	1,795
1/3 Page	1,795	1,650	1,620	1,475	1,400	1,350
1/4 Page	1,290	1,190	1,160	1,060	1,005	970
1/6 Page	930	855	840	765	725	700
1/8 Page	765	705	690	630	600	575
1/12 Page	550	505	495	455	430	415

#### COVERS (COLOR ONLY)

SIZE	1x	3x	6x	12x	18x	24x
Cover 2 or 3	\$4,435	\$4,080	\$3,995	\$3,640	\$3,460	\$3,330
Cover 4	4,820	4,435	4,340	3,955	3,760	3,615

#### BLACK AND WHITE

SIZE	1x	3x	6x	12x	18x	24x
2-Page Spread	\$5,680	\$5,230	\$5,115	\$4,660	\$4,430	\$4,260
Full Page	2,840	2,615	2,555	2,330	2,215	2,130
2/3 Page	1,770	1,630	1,595	1,450	1,380	1,330
1/2 Page	1,460	1,345	1,315	1,200	1,140	1,095
1/3 Page	1,075	990	970	885	840	810
1/4 Page	845	780	757	695	660	635
1/6 Page	615	570	555	505	480	465
1/8 Page	460	425	415	380	360	345
1/12 Page	360	335	325	295	280	270

Positioning of the ads is Run of Press (ROP) and at the discretion of the Publisher. Requested positions are guaranteed only as space permits and when accompanied by a 25% preferred positioning premium on the gross insertion rate per ad.

For Clients that are advertising in every issue of every publication including SIP's, deduct 3% from 24x rate. For 2/C advertisements, add 15% to b&w gross rate.

#### REGULAR ISSUE SCHEDULE (EFFECTIVE WITH THE MAR/APR 2011 ISSUE)

ISSUE	CLOSING	MAT. DUE	SHIP DATE	ON-SALE
MAR/APR 2011	12/06/10	12/13/10	01/18/11	02/08/11
MAY/JUN 2011	02/07/11	02/14/11	03/22/11	04/12/11
JUL/AUG 2011	04/04/11	04/11/11	05/17/11	06/07/11
SEP/OCT 2011	06/03/11	06/09/11	07/19/11	08/09/11
NOV/DEC 2011	08/08/11	08/15/11	09/20/11	10/11/11
JAN/FEB 2012	10/03/11	10/10/11	11/15/11	12/06/11

*"I love Quiltmaker magazine and can't wait to get my next magazine in the mail. I read it from cover to cover. It gives me courage to try new projects since I am new to the world of quilting."*

- JUDY KIGER

HICKORY, NORTH CAROLINA

#### DISPLAY AD DIMENSIONS (LIVE AREA)

Spread Trim Size .... 16 3/4" w x 10 7/8" h  
 Bleeds ..... add 1/8" on all sides  
 Live Area ..... 15 3/4" w x 9 7/8" h

Full Pg. Trim size .... 8 3/8" w x 10 7/8" h  
 Bleeds ..... add 1/8" on all sides  
 Live Area ..... 7 7/8" w x 9 7/8" h

*\* Bleeds for full pages/spread only – for bleed for other sizes please contact us.*

2/3 Page V ..... 4 3/4" w x 10" h  
 1/2 Page V ..... 3 1/2" w x 10" h  
 1/2 Page H ..... 7 1/2" w x 4 3/4" h  
 1/2 Page D ..... 4 3/4" w x 7 1/2" h  
 1/3 Page V ..... 2 1/4" w x 10" h  
 1/3 Page Sq ..... 4 3/4" w x 4 3/4" h  
 1/4 Page V ..... 3 1/2" w x 4 3/4" h  
 1/4 Page H ..... 7 1/2" w x 2 1/4" h  
 1/6 Page V ..... 2 1/4" w x 4 3/4" h  
 1/6 Page H ..... 4 3/4" w x 2 1/4" h  
 1/8 Page H ..... 3 1/2" w x 2 1/4" h  
 1/12 Page ..... 2 1/4" w x 2 1/4" h



2011 RATE CARD - EFFECTIVE OCTOBER 1, 2010

**DISPLAY ADVERTISING RATES (PER ISSUE) - 2011**

**FOUR-COLOR**

SIZE	1x	3x	6x	12x	18x	24x
2-Page Spread	\$5,230	\$4,815	\$4,710	\$4,480	4,215	\$3,925
Full Page	2,635	2,425	2,370	2,255	2,125	1,975
2/3 Page	1,920	1,765	1,730	1,645	1,550	1,440
1/2 Page	1,575	1,445	1,420	1,350	1,270	1,180
1/3 Page	1,090	1,000	980	935	880	815
1/4 Page	840	775	755	720	680	630
1/6 Page	590	540	530	505	475	440
1/8 Page	480	440	430	415	390	360
1/12 Page	340	315	305	295	275	255

**COVERS (COLOR ONLY)**

SIZE	1x	3x	6x	12x	18x	24x
Cover 2 or 3	\$3,020	\$2,780	\$2,720	\$2,585	\$2,435	\$2,265
Cover 4	3,405	3,130	3,065	2,915	2,745	2,555

**BLACK AND WHITE**

SIZE	1x	3x	6x	12x	18x	24x
2-Page Spread	\$3,950	\$3,635	\$3,550	\$3,380	\$3,185	\$2,960
Full Page	1,975	1,815	1,775	1,690	1,590	1,480
2/3 Page	1,340	1,235	1,210	1,150	1,080	1,005
1/2 Page	1,130	1,035	1,015	970	910	845
1/3 Page	825	760	745	705	665	620
1/4 Page	650	595	585	555	525	485
1/6 Page	470	430	420	400	380	350
1/8 Page	365	335	325	310	295	270
1/12 Page	285	265	255	245	230	215

Positioning of the ads is Run of Press (ROP) and at the discretion of the Publisher. Requested positions are guaranteed only as space permits and when accompanied by a 25% preferred positioning premium on the gross insertion rate per ad.

For Clients that are advertising in every issue of every publication including SIP's, deduct 3% from 24x rate. For 2/C advertisements, add 15% to b&w gross rate.

**REGULAR ISSUE SCHEDULE (EFFECTIVE WITH THE MAY 2011 ISSUE)**

ISSUE	CLOSING	MAT. DUE	SHIP DATE	ON-SALE
MAY 2011	12/30/10	01/06/11	02/08/11	03/01/11
JUL 2011	03/04/11	03/11/11	04/12/11	05/03/11
SEP 2011	05/02/11	05/09/11	06/14/11	07/05/11
NOV 2011	07/01/11	07/08/11	08/09/11	08/30/11
JAN 2012	09/02/11	09/09/11	10/11/11	11/01/11
MAR 2012	11/04/11	11/11/11	12/13/11	12/31/11

*"Quick Quilts is a great magazine. I learned to quilt by making my first pattern from that magazine. It turned out great and I've made many more since."*

- MEGGAN ZIMMERMAN  
ALAMAGORDO, NM

**DISPLAY AD DIMENSIONS (LIVE AREA)**

Spread Trim Size .... 16" w x 10 7/8" h  
 Bleeds ..... add 1/8" on all sides  
 Live Area ..... 15" w x 9 7/8" h

Full Pg. Trim size .... 8 3/8" w x 10 7/8" h  
 Bleeds ..... add 1/8" on all sides  
 Live Area ..... 7 7/8" w x 9 7/8" h  
*\* Bleeds for full pages/spread only – for bleed for other sizes please contact us.*

2/3 Page V ..... 4 5/8" w x 9 7/8" h  
 1/2 Page V ..... 3 1/2" w x 9 7/8" h  
 1/2 Page H ..... 7" w x 4 3/4" h  
 1/2 Page D ..... 4 5/8" w x 7 1/4" h  
 1/3 Page V ..... 2 1/4" w x 9 7/8" h  
 1/3 Page Sq ..... 4 5/8" w x 4 3/4" h  
 1/4 Page V ..... 3 1/2" w x 4 3/4" h  
 1/6 Page V ..... 2 1/4" w x 4 3/4" h  
 1/6 Page H ..... 4 5/8" w x 2 1/4" h  
 1/8 Page H ..... 3 1/2" w x 2 1/4" h  
 1/12 Page ..... 2 1/4" w x 2 1/4" h

# SPECIAL ISSUE SCHEDULES & RATES



## DISPLAY ADVERTISING RATES (PER ISSUE) - 2011

### FOUR-COLOR

FREQUENCY	1-2x	3-5x	6X OR MORE
2-Page Spread	\$4,500	\$4,140	\$3,600
Full Page	2,250	2,070	1,800
2/3 Page	1,745	1,605	1,395
1/2 Page	1,370	1,260	1,095
1/3 Page	1,065	980	850
1/4 Page	915	840	730
1/6 Page	675	620	540
1/8 Page	480	445	385
1/12 Page	330	305	265

### BLACK AND WHITE

FREQUENCY	1-2x	3-5x	6X OR MORE
2-Page Spread	\$3,150	\$2,900	\$2,520
Full Page	1,575	1,450	1,260
2/3 Page	1,220	1,120	975
1/2 Page	950	890	765
1/3 Page	865	795	685
1/4 Page	690	630	550
1/6 Page	505	465	405
1/8 Page	355	325	285
1/12 Page	255	230	200

### NON-CANCELLABLE COVERS (COLOR ONLY)

FREQUENCY	1-2x	3-5x	6X OR MORE
Cover 2 or 3	\$2,575	\$2,370	\$2,060
Cover 4	2,680	2,465	2,145

### SPECIAL ISSUE SCHEDULE (EFFECTIVE OCTOBER 1, 2010)

ISSUE	CLOSING	MAT. DUE	SHIP DATE	ON-SALE
QUILTMAKER'S 100 BLOCKS VOL. 3	03/07/11	03/14/11	04/19/11	05/10/11
MQ - AMERICA QUILTS IN COLOR	03/18/11	03/25/11	04/26/11	05/17/11
QN - BEST WEEKEND QUILTS	06/20/11	06/27/11	08/02/11	08/23/11
MQ AMERICA QUILTS FOR CHRISTMAS	07/15/11	07/22/11	08/23/11	09/13/11
QUILTMAKER SPECIAL	07/15/11	07/21/11	08/30/11	09/20/11
QUILTMAKER'S 100 BLOCKS VOL. 4	09/12/11	09/19/11	10/25/11	11/15/11
MQ - AMERICA SERIES	10/18/11	10/25/11	11/29/11	12/20/11

Positioning of the ads is Run of Press (ROP) and at the discretion of the Publisher. Requested positions are guaranteed only as space permits and when accompanied by a 25% preferred positioning premium on the gross insertion rate per ad.

For Clients that are advertising in every issue of every publication including SIP's, deduct 3% from 24x rate. For 2/C advertisements, add 15% to b&w gross rate.

# PRINT DIGITAL SPECIFICATIONS

## DIGITAL SPEC SHEET

Creative Crafts Group and all newsstand specials are digital. As a result, we are requesting that all advertisers furnish their materials digitally. The following guidelines are provided to ensure that your advertisement prints as problem-free as possible. If you have any questions regarding ad specifications, please call production at (617) 758-0224 and they will be happy to help you. For all other inquires, please contact your ad representative.

### SEND ALL MATERIALS AND AD COPY INQUIRES TO:

**New Track Media, Name of Publication (i.e. Quiltmaker)**

**Ad Coordinator: Sarah Katz**

**Address: 90 Sherman Street, Cambridge, MA 02140**

**Ph. (617) 758-0224 · Fax (617) 864-6117 · email [skatz@newtrackmedia.com](mailto:skatz@newtrackmedia.com)**

### MEDIA

Acceptable media forms are CDs, DVDs, FTP or email, provided that your files are Stuffed, Zipped or less than 10 MB.

### PREFERRED APPLICATIONS

Ads should be submitted in PDF format, preferably made in Adobe Acrobat. Your ad may be created in a page layout program (Quark Xpress 7 or lower, or InDesign CS3) and made into a PDF using Acrobat. (All linked items required to output your ad should be included. Also include fonts used in the ad. No True Type fonts. We retain the right to substitute appropriate fonts if you cannot be reached.)

### OR

- ❖ Adobe Illustrator CS3 (or lower)
- ❖ Adobe Photoshop CS3 (or lower)
- ❖ Stuffit or WinZip for compression of files
- ❖ Native Quark and InDesign files are not recommended.  
Export as high resolution PDF; all fonts and images embedded
- ❖ NO MICROSOFT applications, e.g. Publisher, Word

### PLEASE SUBMIT THE FOLLOWING:

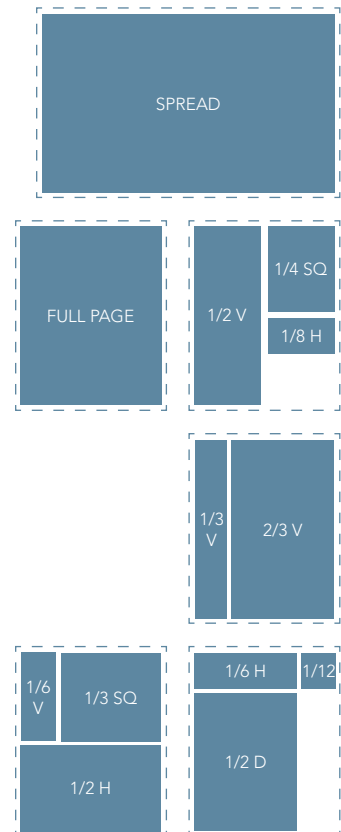
- ❖ Your ad in PDF format
- ❖ A copy of your order
- ❖ A press-quality proof of the ad. Always submit proofs output at 100% and with crop marks. REMEMBER: The final appearance of your ad will be affected by the quality of the proof we are matching. If no press quality proof is provided, a \$75 charge will be assessed to have one created.
- ❖ Please contact us for FTP instructions

### MECHANICAL REQUIREMENTS

#### ALL ADS

- ❖ 4-Color Screen: 133 Line (120 Line minimum)
- ❖ 4-Color Screen: 240% (300% Maximum)
- ❖ Bleed available at no additional charge

### DISPLAY AD SIZES



## GENERAL GUIDELINES

- ❖ All Golden, Colorado titles print 4-color on a web offset press. All colors in your digital files must be defined 4-color: Cyan, Magenta, Yellow and Black (CMYK).
- ❖ Absolutely no spot/PMS colors accepted.
- ❖ All images in your ad file must be composite CMYK, high resolution at 300 dpi. No RGB color!
- ❖ Line screen should be 133.
- ❖ If you are supplying Photoshop or Illustrator files, they must be CMYK format only. Save files as EPS or TIFF (DCS off), binary coded. Images with background masked out require a clipping path and the file saved with the path assigned. Do not save files in JPEG compression.
- ❖ Illustrator files should be saved as an Illustrator EPS format, with all fonts turned to outlines.
- ❖ Use styled fonts rather than stylizing fonts in your page layout program. Fonts that are stylized in your layout program may image differently than what you send.

### DISCLAIMER

Creative Crafts Group will inspect client's digital ads. If additional work is necessary to ensure proper output of ad, additional production charges will apply. If delays occur due to missing or non-compatible links or font files, late charges may apply or ad may be refused.

### VIRUS WARNING

Before sending your digital files, please scan your disk for viruses. If a virus is detected, Creative Crafts Group will try to clean the media. In some cases, attempting to clean the disk can damage the files and render them unusable. If the virus cannot be removed, the disk(s) will be returned to the client.

# ONLINE RATES & DETAILS

2011 RATE CARD - EFFECTIVE OCTOBER 1, 2010

## ONLINE ADVERTISING RATES

The Creative Crafts Group Quilting site houses all of our magazine properties, as well as a destination portal, QuiltersVillage.com and is the leading home for the quilting online community. Create meaningful interactivity, build online quilting education, and get immediate response with online advertising. Reach 150,000 average monthly unique visitors and over 1 million (and growing) average monthly pages views!

### BANNER ADS

#### **Rectangle (300 x 250) • \$14.50 CPM**

This unique position is placed within the actual articles with editorial content wrapping around your creative unit. The generous ad space allows for a commanding presence and interactive message. Your message stays juxtapose with the content as the user scrolls through each article.

#### **Leader Board (728 x 90) • \$13.50 CPM**

Placement front and center, top of page! More real estate for your message! The leader board gives you more vertical room to capture the reader's attention.

#### **Skyscraper (160 x 600) • \$12.50 CPM**

Skyscraper real estate is a dynamic, highly visible, and targeted way to place ads adjacent to editorial content. A unique advantage of skyscrapers is that your message stays with the reader as they scroll down the page. The large ad format allows you to place multiple links, fully utilize rich media, and achieve your marketing objectives effectively.

#### **Tile (125 x 125) • \$10.00 CPM**

The tile is a cost effective means for keeping your name in front of our audience on a more frequent basis.

### RICH MEDIA ADS

#### **Peel Back • \$45.00 CPM**

Flash based ad-unit attracting top of the page attention on select pages of the Creative Crafts Group network. As visitors come to the site, the animated button draws attention to the Peel Back ad unit – when a visitor rolls over the button, the page “Peels Back” displaying the full 400x350 ad unit.

## CUSTOM OPPORTUNITIES

### **CATEGORY SPONSORSHIPS • \$16.00 CPM**

As a sponsor, your company's logo with link will appear within the selected category:

- ❖ **Blogs** - Align your products or services with quilting authorities and celebrities, such as Beth Hayes, Angie Hodapp, June Dudley and many more!
- ❖ **Gallery** – Join the excitement of the quilting online community where users post images of their quilts, projects and patterns to share with other quilters.
- ❖ **Community** - Your company will be front-of-mind for a community of women who are connected by their passion for quilting.

# ONLINE RATES & DETAILS

2011 RATE CARD - EFFECTIVE OCTOBER 1, 2010

## VIDEOS / CONTESTS / SWEEPSTAKES

Build your customer base! Drive traffic to a dealer or your website, launch a new product or create brand excitement with a customized video, contest or sweepstake. Contact your ad rep for more information.

## EMAIL NEWSLETTER ADS

We have quilters who want more information and sign up to get it! Reserve your digital ad in our highly popular eNewsletters! Each of our leading quilting brands, *McCall's Quilting*, *Quilters Newsletter*, *Quiltmaker*, and *QuiltersVillage.com* (currently offered) feature an online, opt-in eNewsletter that's sent straight to the quilter's email inbox! Circulation: 100,000 Opt-In Subscribers - Bi-weekly.

MULTIPLE AD PRICING:	1 BRAND	2 BRANDS	3 BRANDS	4 BRANDS
Rectangle	\$1,800	\$1,650	\$1,450	\$1,200
Leader Board	1,450	1,400	1,300	1,150
Skyscraper	1,000	950	850	750
Tile	650	625	575	475

## DEDICATED CUSTOM EMAIL BLASTS • \$100 CPM

Create your own customized eNewsletter Blast featuring your exclusive content including but not limited to sales promotions, new products, supplies and events. Speak to quilters directly, launch your products, host an event, educate new quilters and drive traffic to your website immediately! AND – YOU choose how many quilters you want to reach! Over 200,000 Opt-in names, segmented into four brands!

## ONLINE ADVERTISING SPECS

### SEND ALL AD FILES AND TECHNICAL INQUIRES TO:

**Creative Crafts Group, Name of Website (i.e. QuiltersVillage.com)**

**Ad Coordinator: Andrea Abrahamson**

**Address: 741 Corporate Circle, Suite A, Golden, CO 80401**

**Ph. (303) 215-5686 • Fax (303) 215-5601 • email [aabrahamson@creativecraftsgroup.com](mailto:aabrahamson@creativecraftsgroup.com)**

### PEEL BACK AD TECHNICAL SPECIFICATIONS

- ❖ Closed: 80 pixels wide x 100 pixels tall AND • Open: 550 pixels wide x 500 pixels tall
- ❖ Maximum initial load file size: 20KB • Maximum initial load file size: 50KB
- ❖ GIF or rich media accepted (see Rich Media Guidelines for details)
- ❖ Target URL
- ❖ Creative should be triangular (only the top right corner of a page is shown in a peel down).

### EMAIL NEWSLETTER AD TECHNICAL SPECIFICATIONS

- ❖ Maximum initial load file size: 25KB • File types: .gif or .jpeg
- ❖ No animation on any email ad units • Lead Time: 2 weeks

ONLINE ADVERTISING SPECS

BANNER AD TECHNICAL SPECIFICATIONS (BASED ON IAB STANDARDS)

- ❖ Maximum initial load file size: 25KB • Lead Time 2 weeks
- ❖ File types: .gif, .jpeg, .swf, HTML (in.txt format with absolute image & link references) or rich media accepted see Rich Media Guidelines for details.
- ❖ Target URL
- ❖ Animation: Looping/flashing can continue upon load for a period of 15 seconds maximum.
- ❖ Audio: Audio must be initiated by User Click. Audio must end either simultaneously or before the ad finishes playing.

RICH MEDIA GUIDELINES

Creative Crafts Group uses the DoubleClick's DART ad serving system that supports most rich media. We support most IAB Rich Media Guidelines published at <http://www.iab.net/standards/richmedia.asp>.

RICH MEDIA FORMATS SUPPORTED INCLUDE:

- Bluestreak ..... [www.bluestreak.com](http://www.bluestreak.com)
- Enliven ..... [www.enliven.com](http://www.enliven.com)
- Eyeblander ..... [www.eyeblander.com](http://www.eyeblander.com)
- Flash ..... [www.flash.com](http://www.flash.com)
- Pointroll ..... [www.pointroll.com](http://www.pointroll.com)
- VideoBanner ... [www.videobanner.com](http://www.videobanner.com)
- Viewpoint ..... [www.viewpoint.com](http://www.viewpoint.com)
- Superstitions ... [www.superstitial.com](http://www.superstitial.com)
- HTML/Javascript
- Pop-under interstitial

For more information on Rich Media technology, specifications, and solutions, visit <http://richmedia.doubleclick.net>.

CREATIVE CRAFTS GROUP ACCEPTS:

- ❖ Ads that overlay content (User must initiate the overlay by clicking somewhere on the ad)
- ❖ Audio-enhanced ads (User must initiate the audio playing by clicking somewhere on the ad)
- ❖ Animation and video (video may start immediately, but audio must be user-initiated)
- ❖ \$5 CPM surcharge added to all Eyeblander and Pointroll ads.

For more information on Rich Media technology, specifications, and solutions, visit <http://richmedia.doubleclick.net>.

FOR MORE ONLINE ADVERTISING INFORMATION CONTACT:

Lisa O'Bryan  
Sales & Publishing  
303-215-5641  
[lobryan@creativecraftsgroup.com](mailto:lobryan@creativecraftsgroup.com)

Creative Crafts Group  
741 Corporate Circle,  
Suite A  
Golden, CO 80401

ONLINE AD SIZES

The image shows a sample of the McCat's Quilting website with several ad formats overlaid. At the top, a 'LEADERBOARD (SAMPLE)' is shown. Below it, a 'RECTANGLE (SAMPLE)' is positioned on the right side. On the left side, a 'SKYSCRAPER (SAMPLE)' is shown. At the bottom, two 'TILE AD (SAMPLE)'s are shown. The background is a screenshot of the McCat's Quilting website, which features a navigation menu, a search bar, and various content sections like 'The Best of American Quilting' and 'Recent Blog Posts'.

## CREATIVE CRAFTS GROUP TERMS AND CONDITIONS – ALL TITLES

### INSERTS & SPECIAL UNITS

Special ad sizes and inserts such as bind-in cards and multi-page sections are available. Contact your advertising representative for information, rates and specifications.

### FREQUENCY DISCOUNTS

1. Frequency discounts are earned based on the number of insertions placed within a 12-month period.
2. Frequency rates are given in advance only to advertisers who sign contracts listing specific issues and ad sizes.
3. Frequency discounts are given as earned but are not retroactive.
4. Advertisers billed at a contract frequency rate who fail to fulfill such contract will be short-rated at the earned rate.

### PUBLISHER'S SERVICES

Any advertisement that needs repair, correction, change or size alteration will be billed to the advertiser at Publisher's cost plus an \$80.00 per hour labor charge (\$20.00 minimum).

Publisher's services are available for ad preparation and production. Please contact your advertising representative for rates and specifications. Publisher's services are non-commissionable.

### COPY & CONTRACT REGULATIONS

1. **ALL CONTRACTS MUST BE SIGNED. FEDERAL LAW REQUIRES CLIENT-SIGNED AUTHORIZATION.** We reserve the right to pull any advertisement that is not accompanied by a signed insertion order or contract.
2. Cancellations are not accepted after the closing date listed on rate card.
3. All verbal instructions regarding contract or insertion orders must be confirmed in writing.
4. When space is reserved and no copy instructions are received by the materials due date, previous copy will be repeated.
5. Orders for premium positions and special units are non-cancelable.
6. Advertisers or agents agree to pay a short rate for incomplete contracts.
7. The Publisher's liability for any error will not exceed the cost of the space.
8. The Publisher assumes no liability for errors in key numbers or other errors in supplied copy.
9. Positioning of the ads is Run of Press (ROP) and at the discretion of the Publisher. Requested positions are guaranteed only as space permits and when accompanied by a 25% preferred positioning premium on the gross insertion rate per ad.
10. Publisher reserves the right to reject advertisements it deems unsuitable.
11. No conditions appearing on the contract, insertion order or copy which conflict with the Publisher's policies will be binding to the Publisher.
12. Use of any Creative Crafts Group quilt publications editorial in advertising copy must be submitted to Publisher for approval prior to the material due date.

### DISCOUNTS & TERMS

An agency commission of 15% is given to advertisers who supply us with correct camera-ready artwork, complete electronic files and acceptable proofs. If an ad requires changes, repairs, corrections and/or size alterations, the 15% discount does not apply and additional labor or material charges will be incurred.

New advertisers or agencies to Creative Crafts Group must prepay the first ad and apply for credit for all remaining ads with the exception of ads paid by credit card. A signed and dated Charge Card Authorization Form must be submitted with all credit card payments. New advertisers and/or agencies are defined as clients that have not advertised in any Creative Crafts Group publication within the past two years.

Terms are payable upon receipt, with a service charge of 1-3/4% per month on overdue accounts, \$0.50 minimum.

**NO AGENCY COMMISSION IS ALLOWED ON OVERDUE ACCOUNTS,** (those remittances postmarked more than 30 days from date of invoice). If the total amount due, including lost commission, is not paid in full within 60 days from date of invoice, future ads will be pulled automatically until account is satisfied and future credit arrangements have been made.

*Advertisers and their agencies have a dual liability to Creative Crafts Group, for payment of all space. By placing an ad in a Creative Crafts Group magazine, advertiser and agency imply acceptance of these terms.*



CONTACT YOUR CREATIVE CRAFTS GROUP REPRESENTATIVE TODAY  
To get started on a new marketing strategy for reaching today's dedicated quilters.

Lisa O'Bryan  
Sales & Publishing  
303.215.5641  
[lobryan@creativecraftsgroup.com](mailto:lobryan@creativecraftsgroup.com)

Creative Crafts Group  
741 Corporate Circle, Suite A  
Golden, CO 80401

©2010 Creative Crafts Group, LLC