

## Guidelines for Submitting Ads to MPQG Newsletter

- **Ad Prices and Sizes** per Issue: Member/Non-Member
  - Business Card \$ 5 / \$10
  - Quarter Page \$10 / \$20
  - Half Page \$20 / \$40
- **\$\$ Payments** should be mailed to:  
MPQG, PO Box 1025, Pacific Grove, CA 93950
- Advertisements must be related to quilting/sewing.
- Ads must be submitted as **Camera Ready** to fit within the listed size. A camera ready ad is a final version of an ad that is ready to be printed. It includes all text, images, and graphics in their final positions. You can send it in the following file formats: .jpg / .png or / .pdf  
**Note: files should be 144-150 dpi and the file size should be no smaller than 600 k and no larger than 1 MB.** Note: Ads that are not Camera Ready cannot be accepted. Sorry, but MPQG can't create your ad for you.
- Send all submissions **via email**, no text messages. The **subject** line must always start with **MPQG**:  
**Subject: MPQG: Ad for (name) for (month)**  
**Example: MPQG: Ad for Back Porch Fabrics / June**  
Note: All submission emails must be sent to the President (*Joan*), the Communications Chair (*Christi*), and the Editor (*Carmay*).

### Quarter Page Ad Size

3.50" Wide X 5.00" Tall

Advertising Rate per Issue  
Member \$10.00 / Non-Member \$20.00

### Half Page Ad Size

7.50" Wide X 4.50" Tall

Advertising Rate per Issue  
Member \$20.00 / Non-Member \$40.00

### Advertisement Sizes

The maximum size of text/image on a page in *Pines & Needles* is 7.5" X 10"  
There are .05" margins all around the page.

All ad sizes are further constrained by additional center gutter space and necessary visual "breathing space" between ads / articles.

### Standard Business Card Size

3.50" Wide X 2.00" Tall

**Alternative Business Card Size/Shape**  
not to exceed 7 square inches.

**Advertising Rate per Issue**  
Member \$5 / Non-Member \$10.00  
Annual Business Card  
Member \$45.00 / Non-Member \$60.00