



Machine Quilters Exposition, LLC

MQX East / West 2012 Advertising Order Form

Size		Total cost based on the number of publications in which your ad appears:			
		1X	2X (10% discount)	3X (15% discount)	4X (20% discount)
Full Page 7.5" x 10"	Black & White	\$ 350.00	\$ 630.00	\$ 892.50	\$1120.00
	Color Front	\$ 600.00	\$1080.00	\$1530.00	\$1920.00
	Color Back	\$ 500.00	\$ 900.00	\$1275.00	\$1600.00
Half Page 7.5" x 4.875"	Black & White	\$ 200.00	\$ 360.00	\$ 510.00	\$ 640.00
	Color Front	\$ 350.00	\$ 630.00	\$ 892.50	\$1120.00
	Color Back	\$ 300.00	\$ 540.00	\$ 765.00	\$ 960.00
Quarter Page 3.625" x 4.875"	Black & White	\$ 100.00	\$ 180.00	\$ 255.00	\$ 320.00

Please submit this **Order Form** and **payment** to:

Electronically: MQXShow@comcast.net

By Mail: Machine Quilters Exposition, P.O. Box 490, Hampton Falls, NH 03844

Artwork Submission (e-mail or on CD in postal mail):

Electronically: Jonathan@JLMGraphics.com

By Mail: JLM Graphics / MQX, PO Box 1031, Wolfeboro Falls, NH 03896

Advertising questions?

Jonathan Miller: 603-941-4987 or Jonathan@JLMGraphics.com

Janet-Lee Santeusanio: Toll Free—866-675-4355 or MQXShow@comcast.net

Make your ad selection by checking the appropriate box(es) and totaling your ad insertions:

	MQX East Class & Event Catalog	MQX East Show Program	MQX West Class & Event Catalog	MQX West Show Program	Total Insertions*
Full Page	<input type="checkbox"/> Black & White <input type="checkbox"/> Color Front <input type="checkbox"/> Color Back	<input type="checkbox"/> Black & White <input type="checkbox"/> Color Front <input type="checkbox"/> Color Back	<input type="checkbox"/> Black & White <input type="checkbox"/> Color Front <input type="checkbox"/> Color Back	<input type="checkbox"/> Black & White <input type="checkbox"/> Color Front <input type="checkbox"/> Color Back	
Half Page	<input type="checkbox"/> Black & White <input type="checkbox"/> Color Front <input type="checkbox"/> Color Back	<input type="checkbox"/> Black & White <input type="checkbox"/> Color Front <input type="checkbox"/> Color Back	<input type="checkbox"/> Black & White <input type="checkbox"/> Color Front <input type="checkbox"/> Color Back	<input type="checkbox"/> Black & White <input type="checkbox"/> Color Front <input type="checkbox"/> Color Back	
Quarter Page	<input type="checkbox"/> Black & White	<input type="checkbox"/> Black & White	<input type="checkbox"/> Black & White	<input type="checkbox"/> Black & White	

Varying ad sizes can be accommodated. Please contact Janet-Lee Santeusanio at above phone number or email.

Deadlines for Artwork Submission:

MQX East Class & Event Catalog: November 5, 2011

MQX East Show Program: February 15, 2012

MQX West Class & Event Catalog: March 1, 2012

MQX West Show Program: August 31, 2012

Equal percentage of total payment is due at each ad deadline

(i.e. 25% of total payment due on each deadline for 4 insertions).

Single insertions in any publication are payable in full with submission of artwork.

** Those that purchase multiple ad insertions may submit different ad copy for each publication.*

ADVERTISER INFORMATION:

Name of your Company: _____

Contact: _____

Address: _____

City, State, Zip: _____

Telephone: _____ E-Mail Address: _____

* * * * *

Payment Information: Check or money order, made payable to MQX, in US Dollars and drawn on a US Bank, or MQX accepts MasterCard, Visa or Discover.

Credit Card Number: _____ Expiration Date: _____

Three digit security code on back of card: _____ **Amount Authorized: \$ _____

Cardholder Name (please print): _____

Billing address of Cardholder (if different from above): _____

Cardholder Signature: _____

Please submit this order form to MQX and retain a photocopy for your records.

*** Should MQX or JLM Graphics determine that your ad will require revision, you will be contacted by e-mail or telephone for authorization and you will be informed of any additional charges. Your credit card will not be charged for any additional charges without your authorization to do so.*



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MQX East / West 2012 Publication Advertisement Specifications

Sizes (Ads that are in the wrong orientation will need to be re-created.)

Full Page (no bleed) 7.5" wide x 10" high

Full Page (with bleeds) trim size 8.25" wide x 10.75" tall

(Only **color, full-page cover ads** may bleed.

Bleed size is 8.75 x 11.25.)

Half Page Horizontal 7.5" wide x 4.875" high

Half Page Vertical 3.625" wide x 10" high

Quarter Page 3.625" wide x 4.875" high

Acceptable File Types

PDF or EPS are preferred. TIF or JPG are also acceptable if the resolution is high enough (see below).

PDF and EPS files must have all placed images embedded and all fonts embedded or converted to outlines.

See resolution and color specifications below.

Resolution

All TIF and JPG files, including those that are embedded in EPS and PDF files, should be at least 200 dpi for grayscale images and 600 dpi for black and white images (line art). All ads, except the full-color cover ads, are printed on 50lb Newsprint at a screen of 100 lines per inch. If you are producing a full-color cover ad, all color and grayscale images should be at 300 dpi and line art should be at 1200 dpi. These ads will print on glossy stock.

Color

All MQX 2012 publications are printed in black ink with color on the inside and outside covers only.

Unless you have a full-color cover ad, please do not send RGB or CMYK images. All TIF and JPG files should be either grayscale or black and white (line art). For a full-color cover ad, please make sure all color is CMYK.

Recommended Exporting Options

If you created your ad in:..... Please export your file to:

InDesign..... PDF or EPS

Quark Express..... PDF or EPS

PageMaker..... PDF or EPS

Adobe Illustrator..... PDF or EPS

Photoshop..... PDF, TIF or JPG

Microsoft Word (*not preferred*)..... PDF

Please do not send Microsoft Word or Publisher files. They will need to be converted or re-created and appropriate charges will apply.

Any ads submitted should meet all these specifications or additional charges may be applied.

If you have any technical questions, please contact Jonathan Miller at jonathan@jlmgraphics.com or

(603) 941-4987. Thank you!

To create, re-create or significantly re-size ads:

Full Page \$75 and up

Half Page \$50 and up

Quarter Page \$35 and up

Full Page 7.5" wide x 10" high

Full Page Inside (no bleed)

Half Page Vertical 3.625" wide x 10" high

Half Page Horizontal 7.5" wide x 4.875" high

Quarter Page 3.625" wide x 4.875" high