

FabShop News

...the trade magazine for independent quilt and fabric retailers!



Reach
more than 2,000
independent quilt and fabric
Retailers!

2010 Media Kit

Value-Added Programs!

- Advertisers receive first priority for our FabShop Finds column.



- Banner ad on fabshopnet.com for 6x full-page advertisers



- Advertiser's Resource Guide in magazine, listing ad pages, website, and phone numbers



- Online Advertiser's Resource Guide complete with ad image and link to advertiser's website.



Tell a Cover Story!

Take center stage by featuring your company and product on the front cover **AND** one-page product showcase or company profile advertorial!



Reserve Your Cover Today!



STORY ART SPECIFICATIONS

Advertisers are to provide a color-corrected Photoshop CMYK tif or eps (300 dpi 9" x 12" image) of product, a color proof (see page 5), and a one-page (500 words) product and/or company profile that will appear within the publication. The profile may include up to three photos in color or black & white. (Publisher reserves the right to convert a color image for profile to black and white.)



AD RATES

Color	1x	3x consecutive	6x consecutive
Front cover + advertorial	\$2,150	n/a	n/a
Back cover	\$1,820	\$1,620	\$1,520
Inside front cover	\$1,790	\$1,590	\$1,490
Inside back cover	\$1,735	\$1,545	\$1,450
Page 1	\$1,650	\$1,475	\$1,380
Full page opposite			
Table of Contents	\$1,540	\$1,375	\$1,290
Full page	\$1,375	\$1,230	\$1,150
1/2 page island	\$880	\$790	\$750
1/2 page horz. or vert.	\$825	\$740	\$690
1/4 page	\$485	\$430	\$400

Black/White

Full page	\$660	\$590	\$550
1/2 page	\$400	\$350	\$330
1/4 page	\$230	\$210	\$200

Spotlight your products or company with two Special Advertising Sections: **New Product Showcase** or a **Vendor Profile Advertorial Feature**. Contact [Laurie Harsh](mailto:Laurie.Harsh@fabshopnet.com) for more information.

SCHEDULE

Issue	Dates	Reservation	Ad Materials	Mailing Date
73	December 2009	October 9, 2009	October 20, 2009	December 2009
74	February 2010	December 10, 2009	December 21, 2009	February 2010
75	April 2010**	February 10, 2010	February 19, 2010	April 2010
76	June 2010	April 9, 2010	April 20, 2010	June 2010
77	August 2010	June 10, 2010	June 21, 2010	August 2010
78	October 2010**	August 10, 2010	August 20, 2010	October 2010
79	December 2010	October 11, 2010	October 20, 2010	December 2010

**Bonus distribution Quilt Market Issues

2010 Media Kit

RESERVE ADVERTISING SPACE

For more information, contact:

Laurie Harsh
laurie@fabshopnet.com
 (360) 892-6500
 (360) 892-6700 fax
 The Fabric Shop Network, Inc.
 P.O. Box 820128
 Vancouver, WA 98682-0003
www.fabshopnet.com
 email: info@fabshopnet.com

**Your great products
 + our great shops**

SUCCESS!

AD SIZES

Full page trim size. 8³/₈" x 10⁷/₈"

Full page w/bleeds 8⁵/₈" x 11¹/₈"

1/2 page horizontal 7¹/₄" x 4¹¹/₁₆"

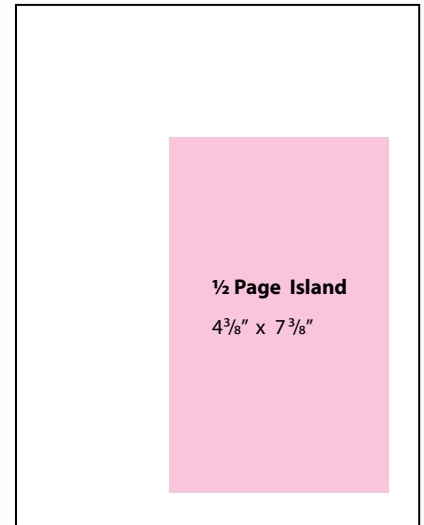
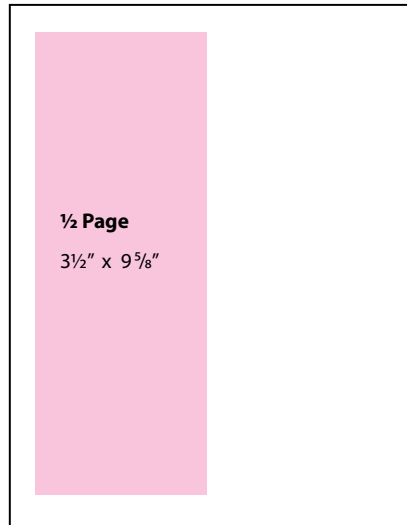
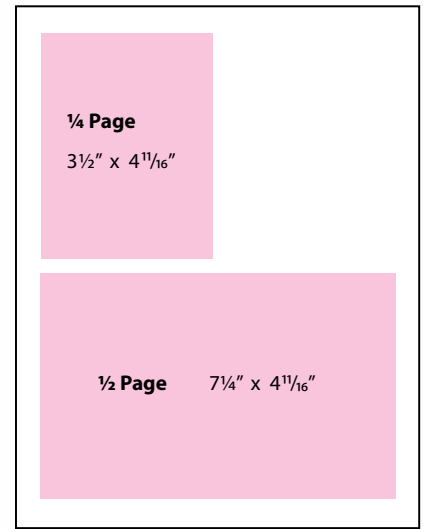
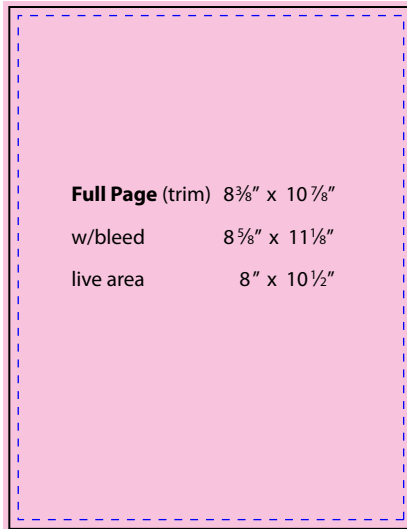
1/2 page vertical 3¹/₂" x 9⁵/₈"

1/2 page island 4³/₈" x 7³/₈"

1/4 page. 3¹/₂" x 4¹¹/₁₆"

Two-page spreads are available. Send as two files with 1/8" bleeds on outside trim edges. Contact Laurie Harsh for more information.

See the complete Art Specifications on the following page.



Your cost-effective way to increase exposure and sales

AD MATERIALS SUBMISSION INFORMATION

Ship CDs, disks, and proofs to:

Linda Wisner
 18200 N.W. Sauvie Island Rd.
 Portland, OR 97231
 (503) 282-3929

For ftp access, please email your request to wizbiz@wisnercreative.com.

Files smaller than 6 MB may be sent as email attachments to the above email address, with a confirming email (without file) to laurie@fabshopnet.com.

2010 Media Kit

ART SPECIFICATIONS

Ad elements must be grayscale or CMYK color — NOT RGB. Digital art is the preferred medium.

PREFERRED FORMAT

Photoshop tiff or eps files or Illustrator eps (CS3 or lower) file with all fonts converted to outline and images embedded. Resolution of any photo images or tints must be 300 dpi and placed at 100% of size. Line art should be a minimum of 600 dpi resolution. Include any fonts and images placed (linked) or embedded in the file. Fonts must be Macintosh Postscript fonts. Do not use multiple master (MM) fonts.

A press-ready pdf is acceptable (CMYK, not RGB or spot color). A Macintosh Quark 7.0 or InDesign CS3 file may also be sent, together with all linked 300 or 600 dpi images and all fonts. Fonts must be for the Macintosh Postscript fonts. Placed images should be 100% of size.

SUBMISSION OF DIGITAL MEDIA

Electronic files may be sent via ftp, or via email if stuffed or zipped for portability and smaller than 6 MB. Send larger files on CDs, mailed to the address on page 4. For ftp access, send an e-mail request to wizbiz@wisnercreative.com.

CAMERA-READY ART

Camera-ready artwork may be submitted. However, because the magazine is produced directly from computer files, camera-ready copy will be re-scanned, with some loss in quality, particularly with color images. A surcharge of \$30 will be added for scanning and placement. If photos are sent separately (to avoid a second-generation scan), there will be a charge of \$15/scan (\$40 for front and back cover).

NON-STANDARD SIZING OR FORMATS

All ads must be the size of the space reserved. The Publisher reserves the right to modify ads to fit size and file format specifications. Changes will be billed at the current hourly rate.

COLOR PROOFS

Please provide a clear laser or inkjet proof for reference. The magazine is printed to "pleasing color." Therefore, color may vary from proof. For additional information on color proof specifications for color matching, ask for separate information sheet.



PART 1: Rate Card 2010-A Display & Advertising Reservation Contract

SPACE RESERVATION

Color	1x	3x consecutive	6x consecutive
Front cover + advertorial	<input type="checkbox"/> \$2,150	n/a	n/a
Back cover	<input type="checkbox"/> \$1,820	<input type="checkbox"/> \$1,620	<input type="checkbox"/> \$1,520
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1/2 page	<input type="checkbox"/> \$400	<input type="checkbox"/> \$350	<input type="checkbox"/> \$330
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See page 4 for new, larger ad sizes.

Spotlight your products or company with two Special Advertising Sections: **New Product Showcase** or a **Vendor Profile Advertorial Feature**. Contact [Laurie Harsh](#) for more information.

FORMAT PROVIDED

(Please see rate card for specifications.)

- Illustrator EPS
- Photoshop EPS
- Photoshop TIF
- Press-Ready PDF
- Quark (Macintosh)
- InDesign (Macintosh)
- Camera Ready Artwork
(additional \$30 + \$15 per scan)

MEDIA SUPPLIED

(Please see page 6 for specifications.)

- CD
- ftp site
- Email attachment
(6 MB or smaller zipped or stuffed file)
- Camera-ready artwork**

Include proof and all placed (linked) or embedded images or fonts 2010 (Macintosh fonts only).

ISSUE RESERVATION

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**Bonus distribution Quilt Market Issues

**Rate Card 2010-A Display
Advertising Reservation Contract**

PART 2: Rate Card 2010-A Display & Advertising Reservation Contract

ADVERTISER INFORMATION

PLEASE PRINT

Name _____

Company _____

Address _____

City _____

State _____ Zip _____

Phone _____ Fax _____

Email _____

Ad Agency Contact Information: _____

Ad insertion cost \$ _____

**Camera-ready artwork charge (\$30) \$ _____

Additional scan charge (\$15/scan or \$40 for cover scan) \$ _____

TOTAL \$ _____

Payment: Check Bill Me
 Visa Master Card Exp. date _____

Credit Card # _____ CCV# _____

Signature: _____

AGREEMENT

I agree to the terms and provisions stated on page 8, and certify that all information, artwork, and www.fabshopnet.com photographs provided by me are unencumbered by copyright(s), both U.S. and foreign.

Authorized Signature _____

Title _____ Date _____

Mail or fax **Part 1** and **Part 2** reservation contract to:

The Fabric Shop Network, Inc.

P.O. Box 820128

Vancouver WA 98682-0003

(360) 892-6500

(360) 892-6700 fax

email: laurie@fabshopnet.com

See page 4 for ad materials shipping information.

Don't wait for shopowners to find you...

FabShop News gives your products exposure from coast to coast.

Rate Card 2010-A Display Advertising Reservation Contract



PART 3: Rate Card 2010-A Display & Advertising Reservation Contract

Terms and Provisions

- A. Rate Card #2010-A effective with January 2010 issue.
- B. Cancellations/changes will not be accepted by the publisher after the closing date.
- C. Cancellations prior to closing date must be in writing and are not considered accepted until confirmed in writing by the publisher.
- D. Front and back covers are non-cancelable at all times.
- E. All payments are non-refundable.
- F. Prepayment is required for all first-time advertisers. Thereafter, the advertiser can set-up an account with FSN.
- G. Unless otherwise indicated, all payments are due upon receipt of invoice. Payments received later than thirty (30) days after invoice shall be subject to annual interest at the rate of 18% or the highest permitted by state law.
- H. Advertiser is ultimately responsible and liable for payment for advertising placed by agency in the event the agency defaults payment to the Publisher.
- I. There is a \$35.00 charge for any check returned for non-payment.
- J. If any account becomes delinquent and is sent to a collection agency or attorney, or becomes the subject of litigation, advertiser is liable for the payments due, interest charges and the cost and expenses of collections, attorneys fees, or litigation.
- K. Positioning of advertisements is at the discretion of the publisher. Requested positions are guaranteed only as space permits and when accompanied by a 10% preferred positioning premium on the gross insertion rate.
- L. Advertiser and advertising agency assume liability for all content of advertisements printed and for any claims arising therefrom made against the publisher.
- M. Publisher shall not be liable for any failure to print, publish, or circulate all or any portion of an issue in which an advertisement accepted by the publisher is contained if such failure is due to acts of God, strikes, accidents, or other circumstances beyond the publisher's control.
- N. In consideration of publication of an advertisement, the advertiser and agency, jointly and severally, will indemnify and hold harmless the magazine, its officers, agents, and employees against expenses (including legal fees) and losses resulting from publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringement, or plagiarism.
- O. No conditions, printed or otherwise, appearing on the contract, order, or copy instructions, which conflict with the publisher's policies will be binding on the publisher.
- P. All verbal instructions regarding contract or insertion must be followed up in writing.
- Q. Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error. Publication is made and charged for at the rates in effect at the time of publication without further notice.
- R. Cancellation of space contract by the advertiser or its agency forfeits the right to position protection and/or the contract rate. The rate on past and subsequent insertions will be adjusted to conform with the actual space used at current rates.
- S. The forwarding of an order is construed as an acceptance of all rates and conditions under which advertising is at the time sold.
- T. Publisher reserves the right to decline advertising which does not meet with the Publisher's approval.
- U. Upon written request, the publisher will attempt to return all ad materials sent in by the advertiser (props, models, product, etc.) to the advertiser, but shall not be held liable for damaged, lost, or unreturned goods.
- V. All ad film executed by the Publisher at no charge remains the property of the Publisher.

**Rate Card 2010-A Display
Advertising Reservation Contract**