



# Australian Machine Quilting Festival 2016 Advertising Order Form

**August 25-28th, 2016**

Adelaide Convention Centre, North Terrace, Adelaide, South Australia

**ADVERTISE** in the Class Catalogue or Show Program to gain additional exposure for your product or company to literally thousands of quilters! Paid advertising space is available to any quilt- related organization.

**CLASS CATALOGUE** will feature the class schedule and quilt competition information, and will be distributed to quilt / fabric shops, quilt guilds and machine quilters between March 2016 and the show dates. The deadline for ads in the Class Catalogue is Jan 29th 2016.

**SHOW PROGRAM** is the event program that 2,000 attendees will receive on-site at AMQF 2016. The Show Program features the Main Stage schedule, the floorplan of the Vendor Mall, a list of vendors with full contact information, the class schedule, Around the Block prizes and more. The deadline for ads in the Show Program is June 30, 2016.

All pricing includes GST (overseas orders please deduct 1/11th from the price)

|   | Please make your selection by ticking the box next to the price |                                |            |
|---|---|--------------------------------|------------|
| Size  | Class Catalogue   | Show Program                   | Total cost |
| Full Page 190mm x 256mm                         | <input type="checkbox"/> \$250                                  | <input type="checkbox"/> \$200 |            |
| 1/2 page Vertical 90mm x 256mm                  | <input type="checkbox"/> \$150                                  | <input type="checkbox"/> \$125 |            |
| 1/2 page Horizontal 180mm x 120mm               | <input type="checkbox"/> \$150                                  | <input type="checkbox"/> \$125 |            |
| 1/4 page 90mm x 120mm                           | <input type="checkbox"/> \$ 75                                  | <input type="checkbox"/> \$ 65 |            |
| 1/8 page 90mm x 60mm - printed discount voucher |   | <input type="checkbox"/> \$ 50 |            |
| Supply 300 flyers to insert in bags             |   | <input type="checkbox"/> \$ 50 |            |
|   |   | <b>Total due:</b>              | \$         |

- Those that purchase multiple ad insertions may submit different ad copy for each publication.
- There is one inside cover colour full page OR 2 x 1/2 page colour ad positions available for \$400/\$275 for each publication. Contact us immediately if you are interested!
- Should AMQF or Belle Photography & Design determine that your ad will require revision, you will be contacted by email or telephone for authorization and you will be informed of any additional charges.

There is also an affordable opportunity for you to supply flyers or discount vouchers to be inserted into our Registration Goodie bags for students. For only \$50 you won't want to miss out on this opportunity to get people to your booth and spend their money. Flyers for goodie bags must be received by 1st July 2016 to ensure they can be included in the bags.

If you would like to include a discount voucher then please supply artwork in black/white as per specifications on the following page.

# AMQF 2016 Advertisement Specifications

## Acceptable File Types:

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

## Resolution:

All TIF and JPG files, including those that are embedded in EPS and PDF files, should be at least 200dpi for grayscale images and 600 dpi for black and white images (line art). All ads, except the full -colour cover ads, are printed on 80gsm copy paper. If you are producing a full colour cover ad, all colour and grayscale images should be at 300 dpi and line art should be at 1200 dpi. These ads will print on 157gsm silk paper.

## Colour:

Both AMQF publications will be printed in black ink with colour on the inside and outside covers only. The Class Catalogue will be both printed and available online to download so ads can be provided in both colour for web view and black and white for printing.

The Show program will be printed only for distribution to all students & available to attendees at Festival.

## Recommended Exporting Options:

*If you created your ad in:*

InDesign, Quark Express, Pagemaker or Adobe Illustrator - *then please export your file to:*.....PDF

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 Emma: bellphotographydesign@hotmail.com or 0439511503.

## ADVERTISER INFORMATION:

Name of your business: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City, State,PC: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

**PAYMENT INFORMATION:** Cheque or money order, made payable to AMQ Festival in Australian dollars drawn on an Australian Bank or Direct Deposit to NAB-Kadina. BSB 085656 AC 169068588 and provide your name in the reference field. AMQF also accepts Visa or Mastercard.

Credit Card Number: \_\_\_\_\_ Exp: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_ CVC: \_\_\_\_\_ (3 digit code)

Cardholder Signature: \_\_\_\_\_ Amount authorised: \$

I have paid by Internet Transfer Ref # \_\_\_\_\_

***Please submit this order form to AMQ Festival and retain a photocopy for your records.***

**PLEASE POST TO:**

**AMQ Festival - Tracey Browning, RSD 1028, Kadina, SA, 5555  
RSD 1028, Kadina, SA, 5555**

Please ensure you size your ads as per these requirements. Ads that require creating or re-creating will incur the following charges:

Full Page \$100-

Half Page or Qtr page \$ 65-

**Full Page 190mm wide x 256mm high**

**Half Page Vertical 90mm wide x 256mm high**

**Half Page Horizontal 180mm wide x 120mm high**

**Quarter Page 90mm wide x 120mm high**

**One eighth page 90mm wide x 6mm high**

Please send ad copy to:  
[tracey@amqfestival.com.au](mailto:tracey@amqfestival.com.au)

Please do not send files larger than 8 mb.  
Please contact us to obtain information  
on how to send larger files.