

Ladybug Quilt Guild  
Advertising Policy  
Adopted April/2008

While the interests of both quilting and of the members of the guild require free interchange of information, The Ladybug Quilt Guild reserves the right to accept or reject advertising based on the following precepts:

**Section 1: Advertising at Ladybug Guild meetings**

No advertisement shall be entered into the meeting minutes unless they are publicized in conjunction with a Ladybug Quilt Guild sponsored event or activity.

Acceptance of outside advertising shall, in no instance, represent official Ladybug Quilt Guild endorsement of said activity or event.

A table shall be provided at each meeting for placement of notices of quilting related activities including quilt shows and exhibits.

Members may place personal ads on this table; they are responsible for removing any remaining ads at the end of the meeting.

Information advertising any activity not sponsored by a quilt guild, museum, or other nonprofit organization, must be sponsored by a Ladybug Quilt Guild member. That member shall be responsible for housekeeping of the handouts.

**Section 2: Newsletter advertising**

**Personal ads** by Ladybug Guild members shall be accepted for the newsletter on a space available basis. Said ads shall be no longer than two lines and shall be run for free for no more than 3 months.

Example 1:

Member A has decided to dispose of all of her quilting books and supplies. She may be contacted at either the State Mental Hospital or at (phone number; email).

Example 2:

Member B would like to arrange a carpool to attend meetings from the Kirkwood Highway area. Please contact her at (phone; email)

**Personal ads** run beyond the three month period will be charged at 75% of the rate of a 1/8<sup>th</sup> page commercial ad.

**Commercial ads** relating to quilting shall be made available to the newsletter editor in print ready form no later than the 20<sup>th</sup> day of the month in which they are to be run. Payment for the ad will be made, at the time of submission, for the full run of the ad. If the Ladybug Guild is unable to print a newsletter for any month of the contracted period, either a cash refund based on the %/ of the contract unfulfilled shall be made OR the period of the run of the ad shall be extended to replace the missed newsletter issue.

<b>Cost:</b>		<b>/month</b>	<b>/6 months</b>	<b>/12 months (12 issues)</b>
Full page	W x H (8 ½" x 11")	\$16.00	\$80.00	\$160.00

Half page	(8 ½" x 5 ½")	\$ 8.00	\$40.00	\$80.00
1/4 <sup>th</sup> page	(4 ½" x 5 ½")	\$ 4.00	\$20.00	\$40.00
1/8 <sup>th</sup> page	(4 ½" x 2 ¾")	\$ 2.00	\$10.00	\$20.00

1/8<sup>th</sup> page is approximately the size of a business card.

Any member placing a commercial ad will be charged at 75% the rate charged a non member for the same size ad.

### **Section 3: Newsletter notices**

Notices of, or updates concerning, quilt shows or other quilt related activities sponsored by quilt guilds, museums or other non profit organizations, will be placed in the newsletter as space permits and at the discretion of the newsletter editor.

### **Section 4: Implementation**

Implementation of these policies will require a lot of effort, especially if the intent is to totally subsidize the newsletter with paid advertising. It will be necessary to set up a standard form or contract and there will need to be close co-operation between the treasurer, the newsletter editor and whatever individual or committee is to solicit advertising.