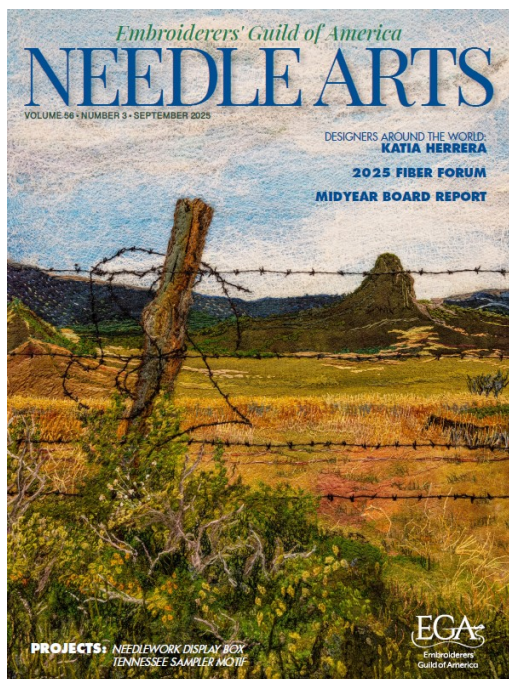


About

# Needle Arts



EGA's official magazine



## Meet *Needle Arts*

*Needle Arts* is the official magazine of The Embroiderers' Guild of America (EGA), reaching 8,500+ avid stitchers and fiber artists worldwide four times a year. Readers of *Needle Arts* enjoy many different kinds of needlework, often keeping several projects going at once, and always with an eye to the next project. They are eager to learn new techniques, experiment with the latest products, and explore different types of needlework.

*Needle Arts* publishes a variety of articles, including:

- projects on all types of needlework, complete with materials lists, instructions, charts, and diagrams, often with options for different colorways or threads
- articles on history and technique
- profiles of designers with contributed designs
- activities (restoration projects, charitable programs, educational events, etc.) of individual EGA chapters

*Needle Arts* offers advertisers a cost-effective way to directly market products and services to stitchers deeply interested in the needle arts, and to increase revenue by constantly servicing existing customers and reaching out to new ones.

### Reservations and Mail Dates

<u>ISSUE</u>	<u>RESERVE</u>	<u>MAIL</u>
MARCH	12/2	3/3
JUNE	2/3	6/2
SEPTEMBER	5/1	9/1
DECEMBER	7/25	12/1

For more information, contact:

**Rand Duren**

EGA Advertisements  
Embroiderers' Guild of  
America

Call: 502-589-6956

Email: [rduren@egausa.org](mailto:rduren@egausa.org)

### Contract Rates

Rates are allowed only when contracts are made in advance of publication.

Rates and requirements are subject to change without notice; however, contract advertisers will be protected at their current rate for the length of their contract. Invoices not paid within 60 days may be subject to contract cancellation and short-rate charges applied. ALL first-time advertising insertions are payable in advance.

### Discounts

Ten percent (10%) discount allowed when payment is received for four consecutive issues with contracts.

One and one-half percent (1.5%) per month service charge added to past-due accounts.

## Contract Regulations

Signed contract REQUIRED for all EXCEPT Shop Listing and Classified ads. Ads may be keyed, but each key or any other change not part of the original copy is an additional charge.

Position requests are complied with when possible but not guaranteed.

Advertising simulating editorial matter will be plainly marked as advertising.

## Publisher's Protective Clause

Advertisers and agencies assume complete liability for the copy in their advertisement and warrant that it does not infringe on the copyrights or trademarks of others. Advertisers and agencies agree to hold publisher harmless from any liability arising out of any such infringements and to reimburse publisher by reason of any such infringement.

Advertisers or advertising agencies assume complete responsibility for the copy and artistic content of their ads. The publisher reserves the right to reject any advertisement that does not conform to publication standards.

## Advertising Production

**Ads must be supplied as electronic files to Rand Duren, rduren@egausa.org.**

Press-Ready PDFs are preferred. Please let us know if because of file sizes the ad can't be emailed and we can provide you with a Dropbox link.

Rates	1x	4x*
<b>Color</b>		
Inside Cover	\$1,320	\$1,188
Full Page	\$1,001	\$901
1/2 Page	\$605	\$545
1/3 Page	\$402	\$361
1/4 Page	\$336	\$302
1/6 Page	\$308	\$277

### Black + One Color

Inside Cover	\$1,018	\$916
Full Page	\$825	\$743
1/2 Page	\$495	\$446
1/3 Page	\$314	\$282
1/4 Page	\$248	\$223
1/6 Page	\$220	\$198
1/12 Page	\$138	\$125

### Black + White

Full Page	\$655	\$589
1/2 Page	\$380	\$342
1/3 Page	\$259	\$233
1/4 Page	\$190	\$171
1/6 Page	\$165	\$149
1/12 Page	\$105	\$95

### Classified

\$2 per word.  
36 characters to each line.  
Maximum 15 lines per ad.  
Number in address and Zip code are each one word.  
Payment must accompany order.

### Shop Listing

\$75 (1x)  
\$175 (4x total)  
Business card will run about 65% of actual size.  
Payment must accompany order.

\*prepaid, per issue

# Specification Requirements

## Photoshop

Images must be CMYK, at least 300 dpi or greater, at 100% of output size. TIF is the preferred file format. Do not use LZW compression. Save in Mac format.

## InDesign

Document must be packaged for output to include all high-resolution images and fonts. PMS colors are not acceptable unless they are set up to separate into CMYK.

## Illustrator

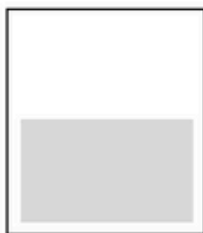
Test or line art must be CMYK, 1200 dpi. Any fonts must be in outlined vector format. File created on PC must be saved as an EPS file.

## PDF

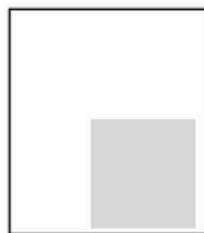
Press-ready PDFs preferred.



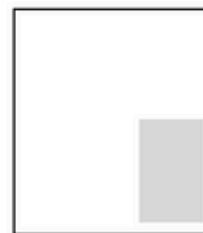
**Full Page/Full bleed**  
8.25 x 10.875  
(Allow an additional quarter inch  
ON ALL FOURS SDIES of ad.)



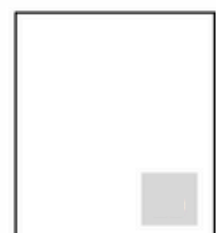
**Half Page/  
Horizontal**  
7.625 x 5.0



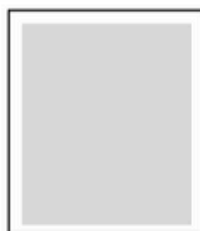
**Third Horizontal**  
4.875 x 5.0



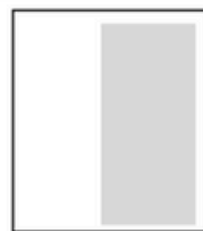
**One-sixth**  
2.55 x 5.0



**One-twelfth**  
2.188 x 2.188



**Full Page/  
inside live area**  
7.625 x 10.375



**Half Page/vertical**  
3.685 x 9.875



**Third Vertical**  
2.55 x 9.875



**Quarter Page**  
3.685 x 5.0

**All measurements  
are in inches.**