

Clark County Quilters

Newsletter Advertising Policy

Introduction

Clark County Quilters, Vancouver, Washington, publishes 10 organization newsletters per year, which are distributed to our members. We welcome advertising for quilting-related products and services.

1. Definition of Advertising

CCQ defines “advertising” for the purposes of placing an ad in the newsletter as:

“Anything that advertises, promotes, offers, or, for a fee or consideration, recommends, describes, or announces the availability of any product or service.” See also 39 U.S.C. § 3626(j).

CCQ, as a service to members, continues to list quilt shows, quilt events, quilt shop/vendor news, and related activities without charge or consideration. These announcements are considered to be “news” and not advertising if they:

- Are not set apart in ad format but appear in the text of an article.
- Are submitted by a member who has not received a fee for the submission and will not benefit from subsequent sales. “Member” includes the Newsletter Editor.
- Are newsworthy to the quilting community (as determined by the Newsletter Editor).
- Do not specify pricing.

Events hosted or sponsored by CCQ or by organizations sponsored by CCQ may publish ads without charge or consideration.

CCQ members may submit a free classified ad containing “for sale”, or donation information if the ad contains 30 or fewer words and is not formatted like a layout ad.

2. Advertising Format

CCQ accepts soft copy advertising in .doc, .jpeg, .bmp, or .pdf formats with a minimum resolution of 150 dpi. The advertising copy must meet the size specifications below under Advertising Rates. Non-confirming ads will be returned to the sender.

3. Advertising Rates

CCQ publishes 10 issues of the newsletter per year (each month except July and August).

Type	Size	Member Rate	Non-Member Rate
Business Card	3.5" wide by 2" high	\$ 5 Per month \$ 50 Per year (10 issues)	\$ 10 Per month \$ 100 Per year (10 issues)
Quarter Page	3.25 "wide by 4.75" high	\$12.50 Per month \$125 Per year (10 issues)	\$ 25 Per month \$ 250 Per year (10 issues)
Half Page	6.5" wide by 4.75 high OR 3.25" wide by 9.25" high	\$ 25 Per month \$250 Per year (10 issues)	\$50 Per month \$500 Per year (10 issues)
Full Page	6.5" wide by 9.25 high	\$ 50 Per month \$ 500 Per year (10 issues)	\$100 Per month \$1000 Per year (10 issues)

Rates quoted are not related to the ad's position in the newsletter. Ad placement is at the discretion of the Newsletter Editor, based on the needs of the member news.

CCQ typically formats the newsletter in whole page or two-column design. Please ask for a sample copy.

Disclaimer

Rates and conditions are subject to change.

CCQ makes every reasonable effort to avoid errors. If we cause an error in an advertisement, our liability is limited to a re-publication in the next available issue with corrected ad copy of the same size as the original. Advertisers are responsible for reporting any errors to the Newsletter Editor. We do not knowingly accept or publish material that is in violation of the law. We reserve the right to refuse brokered ads. Advertising set to resemble editorial matter must be marked "Advertisement". CCQ reserves the right to edit or refuse to publish any advertising deemed objectionable, whether in subject matter, illustration, or verbiage.

4. Circulation

Clark County Quilters emails a copy of the newsletter to each member.

CCQ's membership is typically between 475 and 500 members during our membership year. Please ask the Membership Registration Chair for more information or if you need the current number of paid memberships.

5. Deadlines

Please submit payment with ads by the second Friday of the month to be included in the following month's newsletter (for example, the month of September is the deadline for October's newsletter).

6. Submission Information

As of July 2017, all payments must be mailed in to the P.O. box.

Please mail checks to:

Clark County Quilters
P.O. Box 5857
Vancouver, WA 98668-5857

Please submit soft copy ads to the Newsletter Editor at:

ccqads@gmail.com

All emailed ads are acknowledged to the sender. Attachments containing viruses are deleted without notice. If you do not receive acknowledgement within 72 hours please send an inquiry without attachment.