



# CK MEDIA QUILTING

2009 RATE CARD

« No. 41 »

McCall's **QUILTING**  
BEAUTIFUL PATTERNS FOR YOUR HOME

**QUILTERS**  
NEWSLETTER

**Quiltmaker**  
Step-by-Step Patterns, Tips & Techniques

McCall's **QuickQuilts** Mark Lipinski's **Quilter's Home**  
*For the new generation of quilters*





**REGULAR ISSUE SCHEDULE** (Effective with the Feb/Mar 2009 Issue)

Issue	Closing	Mat. Due	Ship Date	On-Sale
FEB '09	11/11/08	11/21/08	12/31/08	01/20/09
APR '09	01/13/09	01/20/09	02/24/09	03/17/09
JUN '09	02/23/09	03/09/09	04/21/09	05/12/09
AUG '09	05/12/09	05/19/09	06/30/09	07/21/09
OCT '09	07/07/09	07/14/09	08/25/09	09/15/09
DEC '09	09/08/09	09/15/09	10/27/09	11/17/09

**SPECIAL ISSUE SCHEDULE**

Issue	Closing	Mat. Due	Ship Date	On-Sale
QI for Kids	02/19/09	02/26/09	03/31/09	04/21/09
QI Special	04/16/09	04/23/09	05/26/09	06/16/09
QI for Christmas	06/18/09	06/25/09	07/28/09	08/18/09
QI for Keepsakes	10/15/09	10/22/09	11/24/09	12/15/09



- Printed 4-color process, web offset, and is saddle-stitched.
- Keep all vital advertising material at least 1/4" from final trim edges.

"The magazine looks wonderful, with great articles, great quilts, and great pictures. I always look forward to getting QN every time, and it is a big treat to read and to see what is going on in each issue!"

-Susan Ennis, Humble, Texas

**Display Ad Dimensions (Live Area)**

Spread Trim Size	16 3/4" w x 10 7/8" h
Bleeds	add 1/8" on all sides
Live Area	16 1/4" w x 10" h
*Crop marks must include trim and bleeds	
Full Pg. Trim size	8 3/8" w x 10 7/8" h
Bleeds	add 1/8" on all sides
Live Area	7 1/2" w x 10" h
*Crop marks must include trim and bleeds	
2/3 Page V	4 3/4" w x 10" h
1/2 Page V	3 1/2" w x 10" h
1/2 Page H	7 1/2" w x 4 3/4" h
1/2 Page D	4 3/4" w x 7 1/2" h
1/3 Page V	2 1/4" w x 10" h
1/3 Page H	4 3/4" w x 4 3/4" h
1/4 Page V	3 1/2" w x 4 3/4" h
1/4 Page H	7 1/2" w x 2 1/4" h
1/6 Page V	2 1/4" w x 4 3/4" h
1/6 Page H	4 3/4" w x 2 1/4" h
1/8 Page H	3 1/2" w x 2 1/4" h
1/12 Page	2 1/4" w x 2 1/4" h

**DISPLAY ADVERTISING RATES** (Per Issue)

**FOUR-COLOR**

SIZE	1x	3x	6x	12x	24x
2-Page Spread	\$11,845	\$10,895	\$10,660	\$9,475	\$8,885
Full Page	5920	5450	5330	4735	4440
2/3 Page	4505	4145	4055	3605	3380
1/2 Page	3460	3185	3115	2770	2595
1/3 Page	2340	2155	2110	1875	1755
1/4 Page	1795	1650	1615	1435	1345
1/6 Page	1210	1110	1085	965	905
1/8 Page	935	860	840	750	700
1/12 Page	645	595	580	515	485

**COVERS (Noncancelable) Four-Color Only**

SIZE	1x	3x	6x	12x	24x
2nd/3rd Cover	\$6,790	\$6,450	\$6,245	\$5,975	\$5,770
4th Cover	7075	6725	6510	6230	6015

**BLACK & WHITE**

SIZE	1x	3x	6x	12x	24x
2-Page Spread	\$10,015	\$9,215	\$9,015	\$8,015	\$7,515
Full Page	5010	4610	4510	4005	3755
2/3 Page	3270	3010	2945	2615	2455
1/2 Page	2550	2345	2295	2040	1915
1/3 Page	1685	1550	1515	1350	1265
1/4 Page	1290	1190	1160	1035	970
1/6 Page	850	780	765	680	640
1/8 Page	665	615	600	535	500
1/12 Page	440	405	395	355	330

For special, requested positions, add 15%.

For two-color advertisements, add 15% to the black and white rate.

For Clients that are advertising in every issue of every publication deduct 5% from 24x rate.

**QUILTERS**  
NEWSLETTER

DISPLAY ADVERTISING SCHEDULES & RATES

Effective October 1, 2008

« No. 41 »









# Editorial Visions

## McCALL'S QUILTING

### Editorial Content

McCall's Quilting is published 6 times each year. Celebrating the splendor of traditional quilts since 1993, each issue brings quilters the finest creations from today's best designers. Featuring beautiful patterns for the entire home, McCall's Quilting provides a broad range of projects to create stunning bed-sized quilts to wall hangings, wearables to gifts and heirloom patterns to festive designs.

Quiltmakers appreciate basic quiltmaking instructions, time-saving tips and a special pull-out pattern section in every issue.

### Circulation

McCall's Quilting's rates are based on a readership of 180,000. This includes distribution to quilting events, industry leaders and trial subscribers. Approximately 77% of McCall's Quilting readership are subscribers, the remaining 23% is comprised of single-copy sales, i.e. copies sold on the newsstand and in quilt, craft and fabric shops both nationally and internationally.

### Editorial Submissions

Please send to **ATTN: Submissions, McCall's Quilting, 741 Corporate Circle, Suite A, Golden, CO 80401** or [mcq@ckmedia.com](mailto:mcq@ckmedia.com).

## QUILTERS NEWSLETTER

### Editorial Content

Quilters Newsletter is published 6 times each year. First published in September 1969, Quilters Newsletter has been the most trusted source of quilting information for the past 40 years. Every issue of QN features engaging patterns, current events in the quilting world and coverage of exhibitions, quilt shows and contests. Other editorial highlights include how-to information on quilt design and technique, as well as reviews on new products, books and quilting industry trends.

### Circulation

Quilters Newsletter's rates are based on a readership of 170,000, which includes distribution to quilting events, industry leaders and trial subscribers. Approximately 87% of QN's readership are subscribers, the remaining 13% is comprised of single-copy sales, i.e. copies sold on the newsstand and in quilt, craft and fabric shops both nationally and internationally.

### Editorial Submissions

Please send to **ATTN: Submissions, Quilters Newsletter, 741 Corporate Circle, Suite A, Golden, CO 80401** or [submissions@qnm.com](mailto:submissions@qnm.com).

## QUILTMAKER

### Editorial Content

First published in 1982, Quiltmaker has become a quilter's favorite source for original projects and patterns. Each issue of Quiltmaker features imaginative patterns for quilts of all sizes and small quilted projects for gifts or home decorating. Quiltmaker patterns teach readers a variety of techniques including appliqué, hand and machine piecing, rotary cutting, paper piecing and, of course, hand and machine quilting. Basic quiltmaking lessons and instructions, including helpful tips on quilt design, color selection and quilt construction, are also included in every full-color issue. Quiltmaker is published bi-monthly for the active quilter of every skill level.

### Circulation

Quiltmaker's advertising rates are based on a readership of 160,000. Approximately 79% of QM's readership are subscribers, the remaining 21% is comprised of single-copy sales i.e. copies sold on the newsstand and in quilt, craft and fabric shops both nationally and internationally.

### Editorial Submissions

Please send to **ATTN: Submissions, Quiltmaker, 741 Corporate Circle, Suite A, Golden, CO 80401** or [editor@quiltmaker.com](mailto:editor@quiltmaker.com).

## QUILTER'S HOME

### Editorial Content

Premiering spring of 2006, **Quilter's Home** is the sassiest addition to our quilting group and is targeted to a new generation of quilters, ages 30-55. Each issue features a wide range of elements that make up a quilter's life, making **Quilter's Home** an entirely new kind of quilting magazine—one that is all about the quilter, and not just about the quilts. **Quilter's Home** nourishes a quilter's craft, adds vibrancy to a quilter's space, piques a quilter's interest, ignites a quilter's dreams, inspires a quilter's designs and most of all, satisfies a quilter's wants. The new generation of quilters find all this and more in each of the 6 issues of **Quilter's Home** printed each year.

### Circulation

**Quilter's Home's** 2008 advertising rates are based on a distribution of 130,000. Originally launched as a newsstand-only publication, CK Media began offering subscriptions in Fall 2007 in addition to single copy sales, i.e. copies sold on the newsstand and in quilt, craft and fabric shops both nationally and internationally.

### Editorial Submissions

Please send to ATTN: Submissions, **Quilters Home**, 13 Pickle Road, Califon NJ 07830 or [quiltershomemag@aol.com](mailto:quiltershomemag@aol.com).

## QUICK QUILTS

### Editorial Content

**Quick Quilts** is published 6 times each year. Since 1996, **Quick Quilts** has delivered appealing, well-designed, fast and simple quilting projects that focus on thorough, easily understood instructions with editorial enthusiasm geared to novice quiltmakers. **Quick Quilts** offers guidance in the use of today's finest quality fabrics, tools, and supplies; ultimately developing a group of readers that will be enthusiastic, life-long quilters.

### Circulation

**Quick Quilts'** rates are based on a readership of 130,000. Approximately 61% of **Quick Quilts'** readership is subscribers; the remaining 39% is comprised of single copy sales, i.e. copies sold on the newsstand and in quilt, craft and fabric shops both nationally and internationally. Additional distribution includes quilting events, industry leaders and trial subscribers.

### Editorial Submissions

Please send to ATTN: Submissions, **Quick Quilts** 741 Corporate Circle, Suite A, Golden, CO 80401 or [quickquilts@ckmedia.com](mailto:quickquilts@ckmedia.com).

## CK Media Terms and Conditions - All Titles

### Classified Advertising

Each title offers classified advertising. Please contact: **Alissa Norton** at (303) 215-5640 or email at [anorton@ckmedia.com](mailto:anorton@ckmedia.com) for rates and brochure.

### Inserts & Special Units

Special ad sizes and inserts such as bind-in cards and multi-page sections are available. Contact your advertising representative for information, rates and specifications.

### Frequency Discounts

1. Frequency discounts are earned based on the number of insertions placed within a 12-month period.
2. Frequency rates are given in advance only to advertisers who sign contracts listing specific issues and ad sizes.
3. Frequency discounts are given as earned but are not retroactive.
4. Advertisers billed at a contract frequency rate who fail to fulfill such contract will be short-rated at the earned rate.

# Digital Specs

## Digital Spec Sheet

CK Media and all newsstand specials are digital. As a result, we are requesting that all advertisers furnish their materials digitally.

The following guidelines are provided to ensure that your advertisement prints as problem-free as possible. If you have any questions regarding ad specifications, please call production at (303) 215-5600 and they will be happy to help you. For all other inquires, please contact your ad representative.

### Send all materials and ad copy inquires to:

CK Media, Name of Publication (*i.e. Quiltmaker*)

Ad Coordinator: Madalene Becker

Address: 741 Corporate Circle, Suite A · Golden CO 80401

tel. (303) 215-5607 · fax (303) 215-5601 · email mbecker@ckmedia.com

## Media

- Acceptable media forms are CD-Roms, DVDs, 100 MB ZIP disks or email, provided that your files are Stuffed, Zipped or small enough. Please call before emailing your files.

## Preferred Applications

Ads should be submitted in PDF format, preferably made in Adobe Acrobat. Your ad may be created in a page layout program (*Quark Xpress 7 or lower, or InDesign CS3*) and made into a PDF using Acrobat. (*All linked items required to output your ad should be included. Also include fonts used in the ad. No True Type fonts. We retain the right to substitute appropriate fonts if you cannot be reached.*)

### OR

- Adobe Illustrator CS3 (or lower)
- Adobe Photoshop CS3 (or lower)
- StuffIt or WinZip for compression of files
- Native Quark and InDesign files are not recommended. Export as high resolution PDF; all fonts and images embedded
- NO MICROSOFT applications, e.g. Publisher

## Please Submit the Following:

- Your ad in PDF format
- A copy of your order
- A press-quality proof of the ad. Always submit proofs output at 100% and with crop marks.  
REMEMBER: The final appearance of your ad will be affected by the quality of the proof we are matching. If no press quality proof is provided, a \$75 charge will be assessed to have one created.
- A print out of the disk directory
- Please contact us for EMAIL and FTP instructions

## Mechanical Requirements

- «ALL ADS» 4-Color Screen: 133 Line (120 Line minimum)  
4-Color Density: 240% (300% Maximum)  
Bleed available at no additional charge.

# Digital Specs

## General Guidelines

- All Golden, Colorado titles print 4-color on a web offset press. All colors in your digital files must be defined 4-color: Cyan, Magenta, Yellow and Black (CMYK).
- Absolutely no spot/PMS colors accepted.
- All images in your ad file must be composite CMYK, high resolution at 300 dpi. **No RGB color!**
- Line screen should be 133.
- If you are supplying Photoshop or Illustrator files, they must be CMYK format only. Save files as EPS or TIFF (DCS off), binary coded. Images with background masked out require a clipping path and the file saved with the path assigned. **Do not save files in JPEG compression.**
- Illustrator files should be saved as an Illustrator EPS format, with all fonts turned to outlines.
- Use styled fonts rather than stylizing fonts in your page layout program. Fonts that are stylized in your layout program may image differently than what you send.

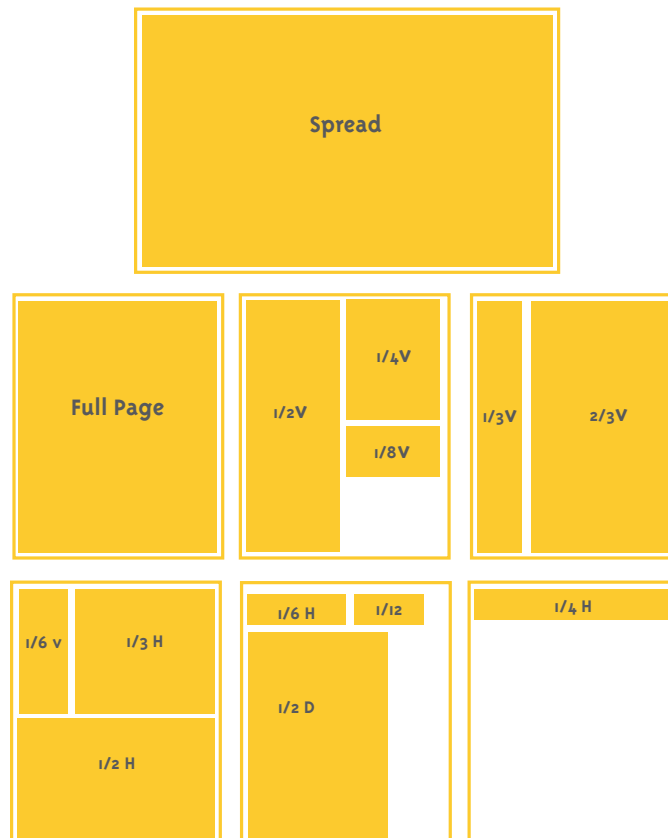
## Disclaimer

- CK Media will inspect client's digital ads. If additional work is necessary to ensure proper output of ad, additional production charges will apply. If delays occur due to missing or non-compatible links or font files, late charges may apply or ad may be refused.

## Virus Warning

- Before sending your digital files, please scan your disk for viruses. If a virus is detected, CK Media will try to clean the media. In some cases, attempting to clean the disk can damage the files and render them unusable. If the virus cannot be removed, the disk(s) will be returned to the client.

## « » Display Ad Sizes « »



# OnLine Rates and Details

## ONLINE ADVERTISING RATES

The new CK Media Quilting site houses all of our magazine properties, as well as a destination portal, [QuiltersVillage.com](http://QuiltersVillage.com), that is the leading home for the quilting online community. With our new website, we are improving our online offerings by creating a true social network with more real time dialogue between users, meaningful interactivity, online education, & a high quality multi-media platform!

## Web Statistics

	Website	Avg Monthly Page Views	Avg Monthly Unique Visitors
Combined Network	<a href="http://QuiltersVillage.com">QuiltersVillage.com</a>	1,753,000	270,000
	<a href="http://mccallsquilting.com">mccallsquilting.com</a> ... <a href="http://quickquilts.com">quickquilts.com</a> ... <a href="http://quiltmaker.com">quiltmaker.com</a>		
	<a href="http://quiltersnewsletter.com">quiltersnewsletter.com</a> ... <a href="http://quiltershomemag.com">quiltershomemag.com</a>		

1,753,000

## RICH MEDIA ADS

### Peel Back • \$45.00 CPM

Give you the opportunity to create a flash based ad-unit attracting top of the page attention on select pages of the CK Media network. As visitors come to the site, the animated button draws attention to the Peel Back ad unit – when a visitor rolls over the button, the page “Peels Back” displaying the full 400x350 ad unit.

### Pop unders and other Rich Media advertising are also available.

Please contact your ad rep for more information.

## BANNER ADS

### Home Page • \$18.00 CPM

These ads are on the homepage (front page) of each site and are the first advertising a visitor sees when they type in the URL or click on a link to the site.

### Rectangle (300 x 250) • \$14.50 CPM

This unique position is placed within the actual articles with editorial content wrapping around your creative unit. The generous ad space allows for a commanding presence and interactive message. Your message stays juxtapose with the content as the user scrolls through each article.

### Skyscraper (160 x 600) • \$13.50 CPM

Skyscraper real estate is a dynamic, highly visible, and targeted way to place ads adjacent to editorial content. A unique advantage of skyscrapers is that your message stays with the reader as they scroll down the page. The large ad format allows you to place multiple links, fully utilize rich media, and achieve your marketing objectives effectively.

### Leader Board (728 x 90) • \$12.50 CPM

More real estate for your message! The leader board gives you more room to capture the reader’s attention with multiple links, rich media, embedded forms, and more.

### Tile Ad (125 x 125) • \$6.00 CPM

Cost effective means for keeping your name in front of our audience on a more frequent basis!

## CATEGORY SPONSORSHIPS • \$16.00 CPM

As a sponsor, your company’s logo with link will appear within the category you sponsor and you will receive preferred ad placement throughout the section.

**Blogs** - Align your products or services with quilting authorities and celebrities, such as Beth Hayes, Jan McGee, Mark Lipinski and many more!

**Gallery** - Support the creativity & excitement of the quilting online community where users post images of their quilts, projects and patterns to share with other quilters.

## OnLine Rates and Details

**Community** - Your company will be front-of-mind for a community of women who connect with others and who are passionate about their lives, their hobby, and their purchases.

### Contests/Sweepstakes are also available.

Please contact your ad rep for more information.

### TEXT SPONSORED LINKS • Limited space available. \$2500/month

Sponsored text links appear on every page of the network netting high volume at a very cost effective rate. Text links do not rotate and advertisers "own" a specific slot for the duration of your campaign.

### EMAIL NEWSLETTER ADS

Your digital ad in our highly popular email newsletter, *Letter from Jenni*, will directly reach opt-in consumers who heavily invest their time and money in their passion.

QuiltersVillage Newsletter	Circulation: 52,000		Frequency: Bi-Weekly	
	1x	2x	4x	6x
Leaderboard (728 x 90)	\$ 950	\$ 900	\$ 860	\$ 815
Newsletter Sponsorship (included logo plus 60 words of text)	\$1,500	\$1,425	\$1,355	\$1,285
Rectangles (300 x 250)	\$1,800	\$1,710	\$1,620	\$1,540
Skyscraper (160 x 600)	\$ 850	\$ 810	\$ 765	\$ 730
Tile Ads (125 x 125)	\$ 400	\$ 380	\$ 360	\$ 340

### DEDICATED EMAIL BLASTS • \$100 CPM

Looking for a more personal and exclusive, but far-reaching opportunity to connect with our online users? Try a Dedicated Email Blast to **over 52,000** quilting enthusiasts. This dedicated, opt-in audience is fast growing and looking for all of the latest quilting information including sales promotions, new products and favorite quilting supplies and events.

### ONLINE AD SPECS

#### Peel Back Ad Technical Specifications

- 100 pixels wide x 80 pixels tall
  - Maximum initial load file size: 20KB
  - GIF or rich media accepted (see Rich Media Guidelines for details)
  - Target URL
  - Creative should be triangular (only the top right corner of a page is shown in a peel down).
- AND
- 400 pixels wide x 350 pixels tall
  - Maximum initial load file size: 50KB

#### Banner Ad Technical Specifications (Based on IAB standards)

- Maximum initial load file size: 25KB
- File types: .gif, .jpeg, .swf, HTML (in.txt format with absolute image & link references) or rich media accepted see Rich Media Guidelines for details)
- Target URL
- Animation: Looping/flashing can continue upon load for a period of 15 seconds maximum.
- Audio: Audio must be initiated by User Click. Audio must end either simultaneously or before the ad finishes playing.

# OnLine Rates and Details

## Email Newsletter Ad Technical Specifications

- Maximum initial load file size: 25KB
- File types: .gif or .jpeg
- No animation on any email ad units
- Lead Time: 2 weeks

## Rich Media Guidelines

CK Media uses the DoubleClick's DART ad serving system that supports most rich media. We support most IAB Rich Media Guidelines published at <http://www.iab.net/standards/richmedia.asp>.

Rich media formats supported include:

- Bluestreak ..... [www.bluestreak.com](http://www.bluestreak.com)
- Enliven ..... [www.enliven.com](http://www.enliven.com)
- Eyeblander ..... [www.eyeblander.com](http://www.eyeblander.com)
- Flash ..... [www.flash.com](http://www.flash.com)
- Pointroll ..... [www.pointroll.com](http://www.pointroll.com)
- VideoBanner ... [www.videobanner.com](http://www.videobanner.com)
- Viewpoint ..... [www.viewpoint.com](http://www.viewpoint.com)
- Superstitions... [www.superstitial.com](http://www.superstitial.com)
- HTML/Javascript
- Pop-under interstitial

For more information on rich media technology, specifications, and solutions, visit <http://richmedia.doubleclick.net>.

## CK Media accepts:

- Ads that overlay content (User must initiate the overlay by clicking somewhere on the ad)
- Audio-enhanced ads (User must initiate the audio playing by clicking somewhere on the ad)
- Animation and video (video may start immediately, but audio must be user-initiated)
- \$5 CPM surcharge added to all Eyeblander and Pointroll ads.

For more information on rich media technology, specifications, and solutions, visit <http://richmedia.doubleclick.net>.

### BANNER ADS\*

**LEADER BOARD (sample)**

**RECTANGLE (sample)**

**SKYSCRAPER (sample)**

\*Not actual size. Simulation only.

### EMAIL NEWSLETTER ADS\*

**NEWSLETTER SPONSORSHIP (sample)**

**UPPER RECTANGLE (sample)**

**TILE AD (sample)**

**LOWER RECTANGLE (sample)**

\*Not actual size. Simulation only.

# CK Media Terms and Conditions - All Titles

## Publisher's Services

Any advertisement that needs repair, correction, change or size alteration will be billed to the advertiser at Publisher's cost plus a \$80.00 per hour labor charge (\$20.00 minimum).

Publisher's services are available for ad preparation and production. Please contact your advertising representative for rates and specifications. Publisher's services are non-commissionable.

## Copy & Contract Regulations

1. All contracts must be completed within one year from date of first insertion. Agent or advertiser agrees to pay short rate for incomplete contracts.
2. **Orders for cover pages and special-units are non-cancelable.**
3. **Cancellations are not accepted after the closing date listed on rate card.**
4. Advertisers billed at a contract rate who fail to fulfill such contract will be short-rated at the rate earned.
5. Publisher reserves the right to reject advertisements it deems unsuitable.
6. When space is reserved and no copy instructions are received by the materials due date, previous copy will be repeated.
7. No conditions appearing on the contract, insertion order or copy which conflict with the Publisher's policies will be binding to the Publisher.
8. The Publisher's liability for any error will not exceed the cost of the space.
9. The Publisher assumes no liability for errors in key numbers or other errors in supplied copy.
10. All verbal instructions regarding contract or insertion orders must be confirmed in writing.
11. Positioning of the ads is at the discretion of the Publisher. Requested positions are guaranteed only as space permits and when accompanied by a 15% preferred positioning premium on the gross insertion rate.
12. Use of any CK Media quilt publications editorial in advertising copy must be submitted to Publisher for approval prior to the material due date.

## Discounts & Terms

An agency commission of 15% is given to advertisers who supply us with correct camera-ready artwork, complete electronic files and acceptable proofs. If an ad requires changes, repairs, corrections and/or size alterations, the 15% discount does not apply and additional labor or material charges will be incurred.

**New advertisers or agencies to CK Media must prepay the first ad and apply for credit for all remaining ads with the exception of ads paid by credit card. A signed and dated Charge Card Authorization Form must be submitted with all credit card payments. New advertisers and/or agencies are defined as clients that have not advertised in any CK Media publication within the past two years.**

Terms are payable upon receipt, with a service charge of 1-3/4% per month on overdue accounts, \$0.50 minimum.

**NO AGENCY COMMISSION IS ALLOWED ON OVERDUE ACCOUNTS,** (those remittances postmarked more than 30 days from date of invoice). If the total amount due, including lost commission, is not paid in full within 60 days from date of invoice, future ads will be pulled automatically until account is satisfied and future credit arrangements have been made.

Advertisers and their agencies have a dual liability to CK Media, for payment of all space. By placing an ad in a CK Media magazine, advertiser and agency imply acceptance of these terms.

CONTACT YOUR  
CK MEDIA  
REPRESENTATIVE TODAY  
To get started on a new marketing strategy  
for reaching today's dedicated quilters.

::

**WEST**

Lisa Rankin  
719-539-7410  
ljrankin@msn.com

**EAST**

Lisa O'Bryan  
303-215-5641  
lobryan@ckmedia.com

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**Not in the quilting industry?  
For non-endemic sales inquiries, contact:**

Kelly Workman-Flood, Online Sales Manager  
303-215-5611  
kworkmanflood@ckmedia.com

**CK MEDIA  
QUILTING**