

Advertising Opportunities

The International Association of Creative Arts Professionals is a membership organization of creative artists — quilters, fiber artists, mixed-media artists, designers — who have a full- or part-time career in the field. ICAP's mission is to empower creative arts professionals to craft business success from their passion. This is done through education, personal and professional development, networking and support opportunities to thousands of creative artists worldwide. One of the primary benefits of ICAP is a quarterly magazine, *Create Inc.* (formerly *The Professional Quilter*), which has been published since 1983. *Create Inc.* is packed with information to help our members build and grow their fiber- or craft-related businesses, and members will keep their issues in a resource library referring back to them as their careers change and grow. Our members are teachers, longarm, art and production quilters, artists, shop owners, pattern and fabric designers, historians and manufacturers. They are also very influential in the quilt or creative arts arena. If our readers are enthusiastic about your product, then they will sell all of their students and customers on its benefits. Readers may have interests in other related crafts.

Today's market is very competitive and advertising in *Create Inc.* is the best way to reach this highly targeted audience. Professionals in the industry depend on ICAP to bring them the latest business and industry information so that they can grow their businesses. Readers comment about how "well-researched" our business articles are and how we make the business side "not boring." And, because business information specific to creative artists, particularly in the fiber field, is hard to find, our readers keep their journals, referring to them often as their careers develop — *and seeing your ad again and again.*

We offer several methods of reaching this influential audience: print advertising in *Create Inc.*, banner advertising on either our blog or website, and advertising in our e-zine (or online newsletter).

PRINT ADVERTISING RATES

Ad Size	Width x Depth	Color Rate
Full	8 5/8" x 10 1/2" (ask for bleed specs)	\$1075
Back Cover	8 1/4" x 6 1/2" (ask for bleed specs)	\$1075
2/3 vertical	4 3/4" x 9 3/4"	\$850
1/2 vertical	4 3/4" x 7 1/4"	\$700
1/2 horizontal	7 1/4" x 4 3/4"	\$700
1/3 vertical	2 1/4" x 9 3/4"	\$565
1/3 horizontal	4 3/4" x 4 3/4"	\$565
1/4 vertical	3 1/2" x 4 3/4"	\$475
1/4 horizontal	7 1/4" x 2 1/4"	\$475
1/6 vertical	2 1/4" x 4 3/4"	\$375
1/6 horizontal	4 3/4" x 2 1/4"	\$375
1/8 horizontal	3 1/2" x 2"	\$315
1/12	2 1/4" x 2 1/4"	\$275

Classified ads: 75¢ per word, 10% discount if scheduled and prepaid for four consecutive issues. Minimum charge \$25 per ad, per issue. Checking copy is \$12.

SPECS

Display ads: Electronic Files preferred: PDF or Adobe Illustrator documents only. Embed all art. Color ads must use CMYK colors with 300 dpi final output on color images. Add 1/8" for bleeds. Save PDF files for maximum compatibility; press optimized. Send a hard copy of your ad for proofing. Mail CDs to: 22412 Rolling Hill Lane, Laytonsville, MD 20882. Contact publisher for details/size specifications if you have questions. For special, requested position, add 10%. Changes to art are \$65. Prepaid yearly ads receive a 10% discount.

PRINT ADVERTISING DEADLINES

Closing Dates: Camera-ready copy must be received by specified date. Issues are mailed prior to the months of February, May, August and November.

Issue	Reservation Due	Artwork Due
November 2014	September 15	October 1
February 2015	December 15	January 1
May 2015	March 15	April 1
August 2015	June 15	July 1
November 2015	September 15	October 1
February 2016	December 15	January 1

Billing: Classified and/or display ad must be prepaid. Established and 'till forbid accounts will be billed. Terms are net thirty (30) days with a service charge of 1.5% per month on overdue accounts, 50¢ minimum. If payment has not been received by closing date of next issue, ad will not appear. Statements include one tear sheet of ad for display ads. Complete copies of issues are \$12 ppd.

e-Zine ADVERTISING RATES

We distribute a free weekly html newsletter via the Internet that includes classified advertising. *ICAPOnline* reaches more than 7,900 creative arts professionals. Advertising rates are \$50 for a 50 word ad, plus a live Web link. Add a small graphic for \$25 more per ad. Current special - buy 2 ads, get one free. Great way to test or introduce a product line. Order form online at <https://www.professionalquilter.com/generalpage.php?ID=41>

WEB BANNER ADVERTISING RATES

We offer space on our website for banner advertising. Your ad will appear on a rotational basis with other special advertising with our right sidebar. It appears on all our website pages, except our blog. Your ad size is 300 pixels by 150 pixels and you can change your artwork at any time.

Duration	Rate
one month	\$125
three consecutive months	\$300
six consecutive months	\$500

BLOG BANNER ADVERTISING RATES

Your banner can appear on our blog sidebar for \$75 per month. Size of banner is 175 pixels wide by 250 pixels high. Blog posts occur at least twice weekly.

To place an ad in *Create Inc.*, please use the form provided or call 301-452-4905 and ask for Laurie to make a reservation or e-mail ads@professionalquilter.com.

Your first ad must be prepaid. After that we will be happy to bill you upon publication. Checks or credit cards.



Smart Ideas,
Bold Action,
Profitable Results

Contract Conditions

ICAP will not be bound by any conditions printed or otherwise appearing on contracts, orders or copy instructions which conflict with the provisions of this rate card or with policies of ICAP. All orders are accepted subject to acts of God, strike, fire, accident or any other occurrences of any nature beyond the Publisher's control which prevent or delay full or partial production, publication or distribution of *Create Inc.*

Advertising/Sponsorship Acceptability: Sponsorship and advertising is restricted to companies, products and services of interest to the quilt professional and must be executed in good taste. The Publisher reserves the right to reject advertising not considered suitable to the special readership of *Create Inc.*

Publisher's Copy Protection: Advertisers and/or agency assume liability for the contents of advertisements printed and also assume responsibility for any claims or suits arising therefrom brought against Publisher. Advertisements which, in the sole judgment of the Publisher, are not immediately identifiable as such must be clearly labeled 'Advertisement.'

Oral agreements will not be binding on the ICAP. Ads will not be run until a signed copy of *Create Inc.* insertion order is received by the Publisher.

The liability of the Publisher for any error, delay or omission for which it may be held legally responsible shall in no event exceed the cost of the space paid for and occupied by the error, and in no event shall the Publisher be liable for any loss of income, profit or any other damages resulting from the error.

The Publisher cannot assume responsibility for errors or omissions in key changes.

Placement Order

Send to ICAP, 22412 Rolling Hill Lane, Laytonsville, MD 20882
or fax (301) 482-2345 or email ads@professionalquilter.com

Please reserve the following space in with the International Association of Professional Quilters for my sponsorship/ advertising:

Creative Arts Business Summit Sponsorship: Level: _____ Investment: _____

Print Ad: Issue: _____ Size: _____ Rate: _____ Duration: _____

Web Banner: Start: _____ Duration: _____ Rate: _____

Blog Banner: Start: _____ Duration: _____ Rate: _____

eBroadcast: Start _____ Duration: _____ Rate: _____

Company: _____

Contact Person: _____

Address: _____

City, State, Zip: _____

Phone: _____ email: _____

____ Pay by Check ____ Pay by Credit Card ____ M/C ____ Visa (Note: if this is your first insertion, please include payment.)

CC No. _____

Exp Date _____ Security Code _____

If billing address is different from above, please provide a billing address.

Signature _____ Date _____

Thank You For Your Business!