

## Procedures for Placing Retailer Ads & Discounts

1. Contact the ASG, Maryland Chapter newsletter editor to discuss advertisement initiatives or retailer discount terms.
2. For advertisements, choose a size and the number of insertions per year desired for the newsletter ad.
3. Design a camera-ready ad to fit specifications. If you need assistance, the newsletter editor may be able to help with basic graphic elements, such as designing a simple border around text the retailer would like to print (such as a coupon offer). If the design is more complex, the retailer will need to contact a graphic designer.
4. Once the ad is ready, it can be sent to the newsletter editor. Either a clear, camera-ready hard copy of the ad can be mailed, or an electronic computerized file of the ad (minimum 260 dpi and preferably a .jpg file) can be emailed to the editor. The address for mailing is:
 

ASG Maryland Chapter NL Editor  
1404 Sweet Cherry Court  
Severn, MD 21144  
Phone: 301-802-5163  
email: newsletter@marylandasg.org
5. After the fully designed ad is approved by both the newsletter editor and the retailer, the editor will contact the retailer to obtain the retailer signature on the ad and discount agreement (if any) and discuss payment. Payment must be received by the deadline specified in the signed agreement. **Checks must be made payable "ASG Maryland Chapter."**
6. We offer significant discounts for ASG members (50%) and multiple ad placements (i.e., one year's worth).

Multi-ad agreements simplify the need for repeated contact by ASG officials. However, the retailer always has the option to change the ad, as long as the request is made prior to the newsletter production deadline.

7. Any desired changes to the ad and/or discount terms by the retailer should be communicated to the newsletter editor. If the original agreement calls for subsequent changes each quarter, the editor will contact the retailer for updates before established production deadlines.

8. If graphic designer services are engaged by retailers, the newsletter editor can work directly with the designer if the retailer desires.

## Advertisement Prices

Ad Size:	1 insertion (full rate)	2 insertions (5% disc)	4 insertions (10% disc)
Business card	\$ 15.00	\$ 28.50	\$ 54.00
Quarter page:	\$ 30.00	\$ 57.00	\$108.00
Half page:	\$ 55.00	\$104.50	\$198.00
Full page:	\$100.00	\$190.00	\$360.00

Make checks payable to **ASG Maryland Chapter**  
Maximum insertion limit is four ads per year.

*The box above is the size of a business card or coupon ad.*

## Newsletter Advertisement Dimensions

### Four standard sizes offered:

Business Card	2.5 x 3.5 in.
Quarter Page (block-style)	3.5 x 4.5 in.
Quarter Page (rectangle)	2 x 7.5 in.
Half Page	4.75 x 7.5 in.
Full Page	7.5 x 9.5 in.

Requests for customized size changes may be accommodated. Any ads submitted slightly larger or smaller than specifications can be fit to size by the newsletter editor.

*This large shaded box is the size of a half-page ad.*

*This box is the size of a quarter-page (block-style) ad.*

## Advertisement Deadlines

Newsletter Production  
Deadlines for Ad Placement:

<u>Issue</u>	<u>Deadline</u>
Winter	Dec 5
Spring	Mar 5
Summer	Jun 5
Fall	Sep 5

Extensions for advertising deadlines may be granted by speaking with the ASG Maryland Chapter Newsletter Editor directly.

*This frame is the size of  
a quarter-page  
(rectangle) ad.*

## American Sewing Guild

*“Advancing Sewing As An Art and Life Skill”*

The American Sewing Guild (ASG) is a national, nonprofit organization comprised of sewing enthusiasts with all levels of experience. The Guild is subdivided into more than 125 chapters nationwide, each operating under the guidance of a volunteer advisory board comprised of officers and committee chairs responsible for overseeing chapter activities.

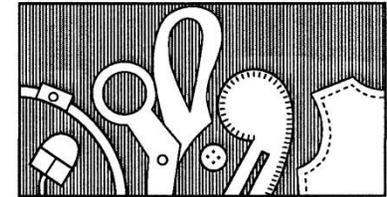
Chapters support sewing in their local communities through participation in special sewing programs, partnering with local sewing retailers and sponsorship of community service sewing events. They seek opportunities to interface with the local community to expose their members and the community at large to sewing-related activities of all types.

To keep members apprised of local activities, ASG chapters publish chapter newsletters with special interest articles, a calendar of events, and a list of local retailers offering ASG discounts.

The Maryland Chapter averages an annual enrollment of 350 active members who receive a quarterly chapter newsletter, the *Nimble Thimble*. Maryland-based sewing-related retail merchants are offered advertisement in the newsletter to offset publication costs. In addition, the newsletter provides merchants the opportunity to offer special discounts to ASG members as an incentive for more patronage and increased business. Once discount terms are finalized, the retailer is listed in the newsletter section that promotes support for those who offer ASG discounts.

This brochure provides a synopsis of costs, specifications, and procedures for advertisement placements in the newsletter.

AMERICAN SEWING GUILD



CELEBRATING CREATIVITY  
SINCE 1978

*A Pattern for the Future*

## Retail Merchant Advertisement Guide

## American Sewing Guild Maryland Chapter

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