

# VENDOR AD INSERTION ORDER

## ◆ Show Catalog ◆

Smoky Mountain Quilters of Tennessee  
39<sup>th</sup> Annual Quilt Show & Competition  
August 2-3, 2019 • Knoxville Expo Center  
Knoxville, Tennessee

Company \_\_\_\_\_

Contact person \_\_\_\_\_

Date of Order \_\_\_\_\_

Phone #1 \_\_\_\_\_ Phone #2 \_\_\_\_\_

Email \_\_\_\_\_

Web site \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

### Ad Sizes and Rates

Full Page	4.75 x 7.75	\$100.00
Half Page	4.75 x 3.875	\$50.00
One Third Page	4.75 x 2.5	\$35.00

All inside ads are black & white

**COVER ADS (single color, same as cover)**

**Outside Back Cover: \$200 • Inside Front or Back Cover: \$150  
Inside Centerfold Spread: \$250**

## DEADLINE FOR RECEIPT OF AD COPY & PAYMENT

### July 2, 2019

**All payments must be accompanied by an  
INVOICE (see enclosures)**

**Make checks payable to: Smoky Mountain Quilters**

**Attn: VENDORS**

**Include the AD INSERTION ORDER  
and your ad payment  
with your vendor contract.**

**Email AD COPY to:**

**Becky Harriss  
volquilt@gmail.com  
Include ad size & location**

## Specifications for Art Submission

### Electronic File Formats

- The ad should be created in the **exact size** and orientation in which it will be displayed.
- Ad copy must be accompanied by ALL FONTS used in the ad's creation. These fonts may be included on the disk submitted with the digital file.
- Digital images should be saved as 300 DPI, TIFF files and should be submitted on a disk or emailed as an attachment. Images should be at 100% size of the appropriate ad. Press quality PDF files are acceptable, as well.
- Please be sure to submit your ad in GRAYSCALE or black and white as all ads are reproduced as black and white only.
- Proofs: A hard copy proof should accompany your digital art. We will not be responsible for mistakes in a printed ad when the mistake is in the submitted ad.

### Camera-Ready Art

- We accept black and white slicks or high resolution lasers. Anything less will not reproduce effectively, and we will not be responsible for ads of inferior quality when submitted in this manner.

For assistance with your ad please contact:

Becky Harriss

volquilt@gmail.com • 865.235.9888

(messages will be returned)

The show catalog is available to all quilt show attendees and encompasses information pertaining to the Smoky Mountain Quilt Show and Competition. In addition to the description of each entry there is a list of winners, information about our organization, the show sponsors, vendors, show activities, awards, our judge and our small quilt sale.

Since most show attendees retain their catalogs this is an excellent opportunity for you to create a distinctive, clever advertisement that will catch the attention of the public. You may wish to include a discount coupon, a list of your products and contact information so you will be easy to locate at the close of the show. Let the attendees know how to get in touch with you and get your products or utilize your services.