

Purchased Ad Specifications

Textiles on the Town
e-newsletter

Please submit your ad to fit the following specifications. We need your artwork to match this exactly. See page 3 for examples.

Size

440 pixels wide by 300 pixels high

Resolution

72 pixels per inch

Color

RGB color

Format

.jpg, .gif or .pdf

Publication of Ad

Your ad artwork must be delivered 2 weeks before you would like your ad to appear.

Your ad will appear in 6 regular bi-weekly issues of Textiles on the Town.

Design Notes

- Please do not use images without permission.
- Make sure you proofread your ad. We cannot correct typos or make updates to artwork.
- No animated graphics.
- You may not use Textile Center's logo without prior permission.
- Textile Center retains the right to refuse to run an ad for any reason.
- If you would like Textile Center to design your ad for you, please include an image and copy. For a vertical image, there is a 75-word count maximum and a 50 word count maximum for horizontal imagery. There is a \$25 design fee.
- Please have a strong call to action in your ad. [Ex: "Sign up for a class now!" "Shop for handmade gifts today!" "Donate and show your love for fiber arts!"]
- Include the website, phone number and any other relevant contact information.

Submission Instructions

If you are providing artwork

- Please email your completed ad to marketing@textilecentermn.org
- Put "For Textiles on the Town" in the subject line
- Include your contact information
- Complete and return the purchasing form (page 2) with your payment to Textile Center. Payment must be received in advance. Send to:
Textiles on the Town
Textile Center
3000 University Ave SE
Minneapolis, MN 55414

If Textile Center is producing your ad:

- Please send the following information in an email to marketing@textilecentermn.org
- Put "For Textiles on the Town" in the subject line
- A designer will contact you to approve a draft of the ad before it is placed in the e-newsletter. The designer may edit submitted materials for size, grammar, consistency, etc.
- Complete and return this form with your payment to Textile Center. Payment must be received in advance. (See address on left.)

Purchasing an Ad for Textiles on the Town E-Newsletter

Contact Information

Business _____
Contact _____
Email _____
Phone _____

Ad Information

- I will provide the finished artwork for my ad. (no additional charge)
- I would like Textile Center to design and create my ad. (additional charge \$25)

Start Date for my ad: _____
Textiles on the Town is published every other Thursday. We will place your ad in the issue that is published closest to this start date.

Ad Schedule

Your ad will appear in 6 issues of Textiles on the Town. We will run the *same* ad in six consecutive issues.

Ad Rates

\$60 per ad (440x300 pixels. appears in 6 issues of Textiles on the Town)
\$25 design fee (Textile Center to design and create ad, no fee if you provide the finished artwork)

Payment information

Ad (\$60) _____
Design Fee (\$25) _____
Total _____

- Check Enclosed
- Charge my Visa/Mastercard/AmEx

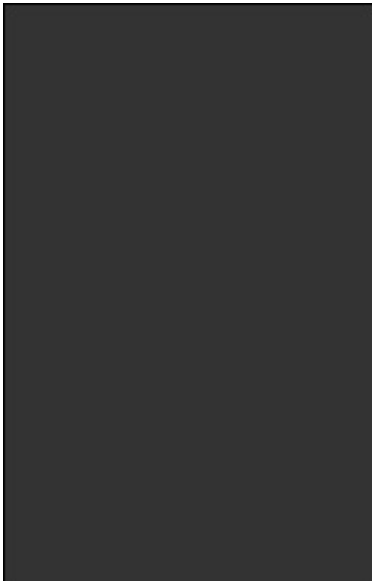
Number _____
Expiration _____
Signature _____

Examples of Ads



Headline of Advertisement | Dates or subheadline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla ac volutpat metus. Morbi eleifend metus dui, sit amet vulputate erat. Suspendisse sit amet nisl in nibh luctus elementum. Nunc ac turpis est. Sed condimentum dolor vel arcu pellentesque non viverra arcu imperdiet. Curabitur sed facilisis dolor. Ut a libero sit.



Headline of Advertisement

Dates or subheadline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla ac volutpat metus. Morbi eleifend metus dui, sit amet vulputate erat. Suspendisse sit amet nisl in nibh luctus elementum. Nunc ac turpis est.

Sed condimentum dolor vel arcu pellentesque non viverra arcu imperdiet. Curabitur sed facilisis dolor. Ut a libero sit.

Benefits of Membership: Submitting Member News for Textiles on The Town

As a benefit of being a member of the Textile Center, you may submit current news items for Textiles on the Town.

INDIVIDUAL MEMBERS and MEMBER ORGANIZATIONS

- Current individual members and member organizations of Textile Center may submit items.
- Only electronic submissions are accepted (sent to marketing@textilecentermn.org).
- News should be of general interest to the entire textile community (news, exhibition and event announcements).
- Include a related image in .jpeg format. Please not artist, photographer and art piece name (if possible.) Images may be cropped by editor to follow art direction guidelines, etc.
- Must include a web link or other contact information with your submission.
- Please include a publication date. Your item will run in the issue that is published closest to this date.
- For Individual Members: Announcements should not exceed 25 words.

Individual members' and member organizations' news items run in **one** issue of Textiles on the Town, with a limit of one announcement per issue per member.

BUSINESS MEMBERS

- Current business members of Textile Center may submit items.
- Only electronic submissions are accepted (sent to marketing@textilecentermn.org).
- News should be of general interest to the entire textile community (news, exhibition and event announcements).
- Ads run in **six** issues of Textiles on the Town, with a limit of one ad per issue per month.

Download ad specifications, instructions and order form at <http://www.textilecentermn.org/pdf/NewsSubmit.pdf>