

## Procedures for Placing Retailer Ads & Discounts

1. Contact the ASG, Santa Rosa Chapter Retail Liaison to discuss advertisement selections and/or retailer discount terms.
2. 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 a minimal effort, i.e. design a simple border around words the retailer wants to print (such as a coupon offer). If the design is more complex, the retailer needs to contact a graphic designer.
4. Once the ad is finished 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 e-mailed to the editor. The address for mailing is:
 

Pamela Groth,  
(Chapter Newsletter Editor)  
1644 Sarkesian Drive  
Petaluma, CA 95472  
Ph: (707) 778-8120  
e-mail: newsletter@asgsantarosa.org
5. You can either pay the Retail Liaison in person or mail a check to the newsletter editor once the ad is fully designed and approved by both retailer and editor. Payment must be received by the deadlines specified ***Checks should be made out to "ASG, Santa Rosa."***
6. Significant discounts are available for multi-ad placements (i.e. one year's worth). Multi-ad agreements simplify

the need for continuous contact by ASG officials. However, the option for changing the ad is open to all retailers as long as publishing deadlines are met.

7. Once the ad has been submitted, any desired changes to the ad and/or discount terms by the retailer are communicated to the Newsletter Editor, *not the Retail Liaison*. The editor will contact the retailer for updates before established publishing deadlines.

8. If graphic designer services are engaged by retailers, the Newsletter Editor can deal directly with the designer if the retailer desires.

### Advertisement Rates

Ad Size	1 insertion	6 insertions (1 year)
Business card:	\$10	\$50
Quarter page:	\$20	\$100
Half page:	\$30	\$150
Full page (1side)	\$50	\$250
Full page (2 sides)	\$80	\$400

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

### Newsletter Advertisement Dimensions

#### ***Four standard sizes offered:***

**Business Card:** 2.25 in. x 3.5 in.

**Quarter Pg, block-style:** 3.5 in x 4.5 in

**Quarter Pg, rectangle:** 2 in x 7.6 in

**Half Page:** 4.75 in x 7.5 in

**Full Page:** 7.5 in x 9.6 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.

The large outside textured box is the size of a half page ad.

The box to the left is the size of a block-style, quarter page ad.

## Advertisement Deadlines

Bi-Monthly ..... **Deadline**  
Newsletter: ..... **For Ad:**

Jan – Feb ..... **Dec 15**

Mar – Apr ..... **Feb 20**

May – Jun ..... **Apr 20**

Jul – Aug ..... **Jun 20**

Sep – Oct .... **Aug 21**

Nov – Dec ..... **Oct 20**

Extensions for advertising  
deadlines may be granted  
by speaking with the  
ASG, Santa Rosa  
Newsletter Editor directly.

**The surrounding  
frame depicts the  
size of a rectangular,  
quarter page ad.**

## American Sewing Guild

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

The American Sewing Guild (ASG) is a national, non profit organization comprised of sewing enthusiasts with all levels of experience. The Guild is subdivided into 130 chapters nationwide, each operating under the guidance of a volunteer advisory board composed of officers and committee chairs responsible for overseeing chapter activities.

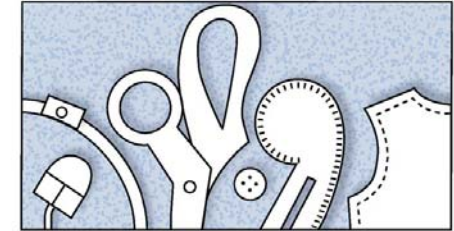
Chapters support sewing in their local communities through participation in special sewing programs, partnering with local sewing retailers and sponsorship of community-service sewing events. They seek opportunities to interface with the local community to expose their members and the community-at-large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

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

The Santa Rosa Chapter averages an annual enrollment of 125 active ASG members who receive a bi-monthly chapter newsletter, *Sew Happy*. The Chapter Retail Liaison visits area sewing-related retail merchants offering a variety of advertisement agreements in exchange for revenue to offset newsletter publishing/web hosting costs. In addition, the Retail Liaison describes to merchants the benefits of offering 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.

Described in this brochure is a synopsis of specifications, costs and procedures for advertisement placements in the *Sew Happy* newsletter. Please use it as a guide for future ads or discounts you may wish to publicize.

AMERICAN SEWING GUILD



CELEBRATING CREATIVITY  
SINCE 1978

*A Pattern for the Future*

## Retail Merchant Advertisement Guide

from the

American Sewing Guild,  
(ASG) Santa Rosa Chapter

[www.asgsantarosa.org](http://www.asgsantarosa.org)

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e-mail: [carrie@outsideair.com](mailto:carrie@outsideair.com)