

Glass Patterns Quarterly

Advertise with the world's largest glass magazine!

Profitable Glass Quarterly

**Advertise in the industry's only
all-business trade publication!**



Glass Patterns Quarterly, the leading international art glass magazine, is foremost in circulation, display advertising, newsstand distribution, new product information, and informative step-by-step how-to articles. With a 96 percent paid circulation, *GPQ* has almost twice the combined circulation of all other stained glass magazines in our industry and is the only magazine that features a pull-out pattern section.

Glass enthusiasts pick up *GPQ* at newsstands in more than 600 independent bookstores, hundreds of glass retail storefronts, and from bead suppliers across North America. With every issue you will reach more than 31,000 subscribers and newsstand readers plus 101,060 pass-along readers in the United States, Canada, and fifty other countries.

Works from the industry's top designers are showcased to keep *GPQ* readers excited about working in glass and buying our advertisers' products, which are promoted in several ways: through the ad itself, in how-to articles, in News and New Products, in New Books and Patterns, in What's Hot, or in Industry News.

Another effective tool for reaching potential customers is our **GlassPatterns.com** website, which averages 15,000 unique visitors each month. Reciprocal links on our Resource Listing from our website are FREE to advertisers or \$150 per year to nonadvertisers. Ask Rick or Maureen about the many opportunities to market your products on our GlassPatterns.com website.

We also produce a business trade publication, *Profitable Glass Quarterly*, which mails to 5,300 hot, warm, and cold glass studios and businesses, 700 of which are verified stained glass retail storefronts, for a total of 17,278 pass-along readers.

Our **ProfitableGlass.com** website averages 19,675 visitors each month and produces, on average, 50,000 page impressions and 135,000 hits each month. You can introduce yourself to these important businesses through display or classified advertising, Web banner advertising, a listing in our Industry Directory, or through our cooperative mailing program, whereby we mail your product literature along with our **Profitable Glass** publication.

Please call 1-800-719-0769 if you have any questions about our services or would like to know how you can make a profitable advertising investment with us.

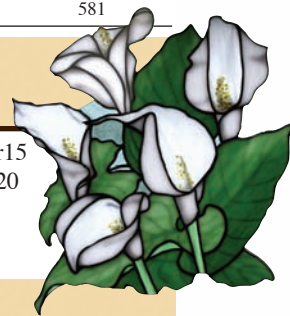
GPQ Advertising Rates

Black-and-White	1 time	2-3 times	4 times	Three-Color	1 time	2-3 times	4 times
Full-page	\$1,429	\$1,261	\$1,110	Full-page	\$1,932	\$1,715	\$1,518
2/3 page	983	859	748	2/3 page	1,353	1,192	1,047
1/2 page	759	657	623	1/2 page	1,060	930	812
1/3 page	552	470	400	1/3 page	793	686	594
1/4 page	483	410	347	1/4 page	642	551	475
1/6 page	391	334	271	1/6 page	583	501	424

Two-Color	1 time	2-3 times	4 times	Four-Color	1 time	2-3 times	4 times
Full-page	\$1,682	\$1,488	\$1,316	Full-page	\$2,438	\$2,168	\$1,927
2/3 page	1,166	1,035	898	2/3 page	1,720	1,522	1,347
1/2 page	908	794	689	1/2 page	1,363	1,202	1,056
1/3 page	672	579	497	1/3 page	1,031	905	788
1/4 page	536	463	398	1/4 page	911	808	710
1/6 page	487	413	348	1/6 page	775	673	581

GPQ Issuance, New Products, and Closing Dates

- A. Published four times a year: **Spring** – March 15 • **Summer** – June 15 • **Fall** – September 15 • **Winter** – December 15
 B. New Products due dates: **Spring** – December 20 • **Summer** – March 20 • **Fall** – June 20 • **Winter** – September 20
 C. Closing dates: **Spring** – January 20 • **Summer** – April 20 • **Fall** – July 20 • **Winter** – October 20
 D. Ad Materials due: **Spring** – January 30 • **Summer** – April 30 • **Fall** – July 30 • **Winter** – October 30



GPQ Web Banner Ad Sizes and Rates

120 x 600 (Skyscraper Banner)	\$1,800 for one year	120 x 90 (Button 1)	\$900 for one year
120 x 240 (Vertical Banner)	\$1,500 for one year	120 x 60 (Button 2)	\$700 for one year

PGQ Advertising Rates

Black-and-White	1 time	2-3 times	4 times	Four-Color	1 time	2-3 times	4 times
Full-page	\$795	\$766	\$718	Full-page	\$1,061	\$1,019	\$964
2/3 page	649	624	584	2/3 page	862	826	775
1/2 page	458	439	412	1/2 page	606	583	547
1/3 page	374	359	338	1/3 page	498	477	447
1/4 page	313	239	225	1/4 page	396	380	358
1/6 page	214	150	137	1/6 page	338	325	305

PGQ Issuance, New Products, and Closing Dates

- A. Published four times a year: **Spring** – February 15 • **Summer** – May 15 • **Fall** – August 15 • **Winter** – November 15
 B. New Products due dates: **Spring** – December 20 • **Summer** – March 20 • **Fall** – June 20 • **Winter** – September 20
 C. Closing dates: **Spring** – December 20 • **Summer** – March 20 • **Fall** – June 20 • **Winter** – September 20
 D. Retailer Mailing – 700 pieces due at printer: **Spring** – January 21 • **Summer** – April 21 • **Fall** – July 21 • **Winter** – October 21
 E. Ad Materials due: **Spring** – December 30 • **Summer** – March 30 • **Fall** – June 30 • **Winter** – September 30

PGQ Web Banner Ad Sizes and Rates

120 x 600 (Skyscraper Banner)	\$900 for one year
120 x 240 (Vertical Banner)	\$600 for one year
120 x 90 (Button 1)	\$400 for one year
120 x 60 (Button 2)	\$200 for one year



GPQ and PGQ Mechanical Requirements

- Printing process: Offset
- Publication trim size: $8\frac{3}{8}" \times 10\frac{7}{8}"$ 8.375 x 10.875

Page dimensions:

Full-page	$7\frac{5}{8}" \times 10\frac{1}{16}"$	7.625 x 10.0625
Full-page bleed	$8\frac{5}{8}" \times 11\frac{1}{8}"$	8.625 x 11.125
2/3 page vertical	$5" \times 10\frac{1}{16}"$	5 x 10.0625
1/2 page horizontal	$7\frac{5}{8}" \times 4\frac{7}{8}"$	7.625 x 4.875
1/2 page island	$5" \times 7\frac{5}{16}"$	5 x 7.3125
1/2 page vertical	$3\frac{5}{8}" \times 10\frac{1}{16}"$	3.625 x 10.0625
1/3 page vertical	$2\frac{3}{8}" \times 10\frac{1}{16}"$	2.375 x 10.0625
1/3 page block	$5" \times 4\frac{7}{8}"$	5 x 4.875
1/4 page vertical	$3\frac{5}{8}" \times 4\frac{7}{8}"$	3.625 x 4.875
1/3 page horizontal	$7\frac{5}{8}" \times 3\frac{1}{8}"$	7.625 x 3.125
1/4 page horizontal	$5" \times 3\frac{5}{8}"$	5 x 3.625
1/6 page vertical	$2\frac{3}{8}" \times 4\frac{7}{8}"$	2.375 x 4.875
1/6 page horizontal	$5" \times 2\frac{1}{4}"$	5 x 2.25



- Preferred Material: Digital files on CD or zip disk accompanied by laser printout. Resolution on all images should be 300 DPI. High resolution PDF files CMYK (for print), High resolution JPEG, CMYK TIFF files, and EPS files are accepted. InDesign files are accepted. Use of any other program will result in additional charges of \$40 per hour. Ads may be e-mailed but we prefer a file that has been compressed with either Zip-it™ or Stuff-it™.
- For color ads, a color guide must accompany digital files.
- Bleed: Full page. No additional charge. Pages should be prepared bleed size (not trim). Images and text should be held within a 1/8" space from trim and 1/4" space from bleed to ensure they do not trim.
- Ad materials are due ten days after closing date. (*Exceptions must be cleared with the editor prior to deadline.*)
- Contracts may be canceled at short rate any time before closing date for space reservations. **After closing date, the advertisement cannot be canceled.**
- Latest previous advertisement will be repeated when materials are not received within ten days after closing date or if no written instructions to do otherwise are delivered to GPQ headquarters.
- Color ads are sold based on space availability.

GPQ and PGQ Advertising Terms and Information

- Preferred positions: Editor will attempt to follow advertiser's position request.
- Services available at no additional charge: Advertisement supplied as high res (300 dpi) CMYK, PDF, or TIFF file.
- Services requiring additional charges: Photo composition, typesetting and pasteup, scanning color separations, camera work, enlargements or reductions of supplied material, reprints, and overruns. Charges quoted on request.
- Inserts: Please consult with editor for mechanical and copy specifications and additional charges.
- Mailing instructions: Send all orders, copy, proofs, correspondence, etc. to: Maureen James Editor

Classified

\$1.50 per word. Twenty-five word minimum.

Payment Terms

On new accounts, full payment for the first ad only is due on the closing date.

Existing accounts are due net thirty days from invoice.

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