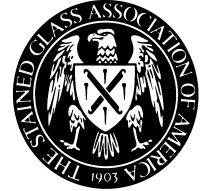


# THE STAINED GLASS QUARTERLY

2018 MEDIA KIT

VOLUME 113, 1-4

Quarterly for the Stained Glass Association of America since 1906



## FROM THE EDITORIAL BOARD...

Advertising is vital to the success and long term prosperity of any company. Where you spend advertising dollars is a complex set of decisions.

### Your Advertising Budget:

We have designed the advertising in *The Stained Glass Quarterly* to fit any budget and any product related to the art glass industry. From full page, full color display advertising; to Catalog/Product Ads; to Sources of Supply listings, the *Quarterly* meets all of your needs.

### Your customers...Our Audience

The majority of our members and subscribers own, manage or are employed by major architectural stained glass studios. With a mailing list that includes 87 countries, *The Stained Glass Quarterly* is your doorway to the international art glass community.

Our readership also includes hobbyists, students, architects and consultants, all seeking industry information and the latest in product development.

### Your ad's placement:

*The Stained Glass Quarterly* is a non-profit, professional trade publication for the architectural glass arts. Only 32% of the magazine is allowed to be dedicated to advertising. This gives your ad a far better opportunity for excellent placement. Your ad will not have to compete with other advertising for space or recognition.

### Your website:

In this day of technology a strong, stable website presence is absolutely paramount. All display ads that run in *The Stained Glass Quarterly* are also placed on the Stained Glass Association of America website with a hot link to your site at no extra charge. With 5,000 visitors per week to our website, the potential for product recognition is excellent.

### Your ad design:

Save 10% on your advertising by delivering your ad in digital format by disc or email.

Don't have a designer or graphic artist? We will be happy to work with you to lay out an ad to best suit your advertising campaign.

### Your reputation:

The reputation of your company and product line will be positively affected by your association with an award winning magazine that has been designated a historic property by the US Library of Congress and is archived in more than 200 libraries around the world.

Sincerely,  
SGAA Editorial Board

## EDITORIAL CALENDAR: SPRING 2018 THROUGH WINTER 2018

Issue	Editorial Copy Deadline	Advertising Commitment & Size Deadline	Advertising Artwork Deadline	Circulation Date
Spring	Mar 16, 2018	March 16, 2018	March 21, 2018	April 2018
Summer	Apr 30, 2018	June 16, 2018	June 30, 2018	July 2018
Fall	Jul. 1, 2018	Aug. 15, 2018	Sep. 1, 2018	October 2018
Winter	Sep. 1, 2018	Oct. 1, 2018	Oct. 15, 2018	December 2018

# Display Advertising Rates

1st Tier 4-Color	1x Contract	4x Contract
Full Page	\$1125.00	<b>\$900.00</b>
1/2 Page	675.00	<b>\$540.00</b>
1/3 Page	450.00	<b>\$360.00</b>
1/4 Page	375.00	<b>\$315.00</b>
1/6 Page	200.00	<b>\$135.00</b>

*First Tier Four Color Pages: Include Covers and Pages 1 thru 32.*

2nd Tier 4-Color	1x Contract	4x Contract
Full Page	850.00	<b>\$680.00</b>
1/2 Page	510.00	<b>\$408.00</b>
1/3 Page	340.00	<b>\$272.00</b>
1/4 Page	300.00	<b>\$238.00</b>
1/6 Page	170.00	<b>\$136.00</b>

*Second Tier Four Color Pages: Include Pages 33 through 80.*

Black and White	1x Contract	4x Contract
Full Page	\$650.00	<b>\$520.00</b>
1/2 Page	390.00	<b>\$312.00</b>
1/3 Page	260.00	<b>\$208.00</b>
1/4 Page	227.00	<b>\$182.00</b>
1/6 Page	130.00	<b>\$104.00</b>

*Black and White Pages: Include Pages 33 through 80.*

**Cover and First Inside Page Contracts are automatic renewals.**

Covers	2x	4x
Cover 2 (Inside Front)	\$1500.00	<b>\$1275.00</b> (under contract at this time)
Cover 3 (Inside Back)	1200.00	<b>1050.00</b> (under contract at this time)
Cover 4 (Outside Back)	2000.00	<b>1750.00</b> (under contract at this time)
1 <sup>st</sup> Inside Page	1500.00	<b>1275.00</b> (under contract at this time)

**Meet the following specifications and Qualify for a 10% digital discount!**

## Acceptable Formats

Digital advertisements may be either TIFF or PDF format . Advertisements created in other formats do not qualify for a digital discount.

## Graphics

All graphics used in an advertisement must be either TIFF or EPS format and created in CMYK format for color advertising or grayscale for black and white advertising. Most common illustration or graphics software is capable of saving a file in the TIFF or EPS format and in the required color format. Graphics must be a minimum of 300 dpi at the finished size for acceptable reproduction.

Color graphics reproduce best when created as a CMYK image and saved as a TIFF file. EPS files produce acceptable quality for reproduction, but will be converted to TIFF format before being output. Other graphics formats do not produce satisfactory results on the printing press.

## A Note on RGB

Graphics in RGB format must be converted to CMYK format to be printed. RGB is the color model used by desktop monitors and is the default color scheme in many graphics packages; however, RGB files will output in film only on the black layer. Color graphics used should be in CMYK format only.

## A Note on Embedded PostScript

When one EPS format graphic (such as a logo) is embedded in a finished EPS format advertisement, the embedded graphic will often not print or will print only as a low-resolution image. Embedded PostScript files should be avoided.

## Fonts

For optimum results, use only PostScript style fonts. Unless the font is to be incorporated into a graphic and saved as a separate graphic file, True Type fonts should not be used. If the final ad is an EPS graphic, you must send all font files used to create the ad.

## Transmission

Digital advertisements may be sent to The Stained Glass Quarterly on Dropbox, iCloud, CD-Rom or emailed to [headquarters@sgaonline.com](mailto:headquarters@sgaonline.com) if under 10 megabytes.

## MECHANICAL REQUIREMENTS

**Publication trim size: 8½" x 11"**

Standard Size	Non-Bleed Size	Bleed Size
Page (incl. cover)	8" x 10½"	8¾" x 11¼"
½ page horizontal	7¼" x 4¾"	8½" x 5⅝"
½ page vertical	3½" x 9¾"	4¼" x 11¼"
½ page island	4¾" x 7¼"	N/A
⅓ page vertical	2¼" x 9¾"	N/A
⅓ page island	4¾" x 4¾"	N/A
¼ page	3½" x 4¾"	N/A
1/6 page	2¼" x 4¾"	N/A

## PRESS RELEASES

### WE ARE ALWAYS LOOKING FOR INDUSTRY NEWS!

We are always searching for timely news to place in our *Notes and News*, and *Information*

sections. If you have press releases of events, workshops, educational opportunities, new products, books or products to review, send them to the SGAA Headquarters. Placement is on a space

available basis at no charge. Please call 800.438.9581 if you have any questions or email your press releases to [sgqeditorial@gmail.com](mailto:sgqeditorial@gmail.com).

## STAINED GLASS CLASSIFIEDS

### SPACE AND RATE

The *Stained Glass Mart* is a classified advertising section in each issue of *The Stained Glass Quarterly*. Rates are \$1.45 per word (non-commissionable). Blind or boxed ads are a minimum of \$100. *Stained Glass Mart* ads are included on *The Stained Glass Quarterly* Internet site at no additional charge. These ads are prepaid. No discounts apply.

When ads are received they will be placed on the Internet within five working days. The ad will then be placed in the next available issue of *The Stained Glass Quarterly*. Ads are accepted for publication up until the advertising deadline of each issue.

Name: \_\_\_\_\_ Date of Order: \_\_\_\_\_  
 Company: \_\_\_\_\_  Credit Card  Check/Money Order Enclosed  
 Address: \_\_\_\_\_  Visa/MasterCard  American Express  
 City/State/Zip: \_\_\_\_\_ CC: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Exp: \_\_\_\_\_ Security Code: \_\_\_\_\_

Count Number of Words \_\_\_\_\_ X \$1.45 = \$ \_\_\_\_\_ Cost of Mart Ad

I wish to reserve a blind box ad: Cost of Mart Ad Above: \_\_\_\_\_ + \$10 = \$ \_\_\_\_\_ Cost of Ad

Mart Ad Copy (Please type or print legibly):

## SOURCE LISTINGS

*Online Resources, Related Arts Sources* and *Sources of Supply* Listings are designed to present your contact information in an easy to use manor. It is a simple, quick form that identifies your company, your product and your contact information. By placing these listings consistently on the same pages in the back of *The Stained Glass Quarterly* your information can always be quickly located.

These listings are an inexpensive way to begin advertising. No matter the type of glass product or service, there is a *Sources of Supply* section to meet your needs.

Any of the different types of *Sources of Supply* listings can be used to meet complementary listings for display advertising contracts. For each quarter page of advertising you will receive one complementary listing. Color ads receive another four complimentary listings. Cover pages can earn even more complementary listings.

### ONLINE RESOURCES: LISTING RESERVATION ORDER FORM

#### ***Tell Them Where You Are on the 'Net! (e.Sources)***

Thousands of people are using the Internet to find the products and services they need. Point them to your site with *e.Sources* for only \$21 per listing.

The *Stained Glass Quarterly* features a low-cost advertising section that presents your web site and e-mail addresses in an easy-to read, three-line format. This section is designed to give your customers a consistent place to find your web site and e-mail address when they need it – for only \$21 per issue!

As with all *Source of Supply* listings, you will be billed upon publication and all listings will be continuous run until we receive written notice to cancel the listing.

**Line 1: Company Name:** \_\_\_\_\_

**Line 2: Website Address:** \_\_\_\_\_

**Line 3: Email Address:** \_\_\_\_\_

---

Authorized by:

Date:

I understand that I will be billed \$21 for the above listing for each issue in which it is published and that the listing will continue in subsequent issues of *The Stained Glass Quarterly* until I send written notice to cancel.

Call Megan McElfresh, SGAA Headquarters at 800.438.9581 to discuss your advertising needs.

Or email to [headquarter@sgaaonline.com](mailto:headquarter@sgaaonline.com)

## RELATED ARTS: LISTING RESERVATION ORDER FORM

The *Sourcebook* for the Stained Glass Association of America has added a new audience to the readership of *The Stained Glass Quarterly*. Many architects, liturgical consultants, building planners and church hierarchy are now subscribers to *The Stained Glass Quarterly*. In order to meet their requested information needs, a new *Related Arts* section has been added to *e.Sources*. It is our objective to provide the best source of information for end users.

Listings in *The Stained Glass Quarterly's e.Sources: Related Arts* are only \$21 per listing and are limited to Company Name, Website and Email. No other copy is permitted. New categories may be added upon request and editorial approval. Due to their low cost, *Sources of Supply* listings are perpetual and run on a 'till forbid' (TF) basis. Listings must be cancelled by written notice received by the regular editorial deadline.

### Related Arts

- Baptismal Fonts
- Bells & Carillons
- Castings
- Columbaria
- Consultants
  - Building Planners
  - Liturgical Consultants
  - Restoration Consultants
- Cut Stone Frames
- Fountains
- Frescos
- Furnishings
- Gold Leaf Guilding
- Masonry Restoration
- Mosaics
- Murals
- Paint Study
- Painting Fine Art
- Portrait Fine Art
- Sculpture
- Steeples & Cupolas
- Ventilators
- Wall Reliefs
- Window Surrounds
- Wrought Iron
- Other:
  - \_\_\_\_\_

**Payment Information:** Please complete the following information, which will appear under each heading you have checked:

\_\_\_\_\_  
Line 1: Company Name

\_\_\_\_\_  
Line 2: Email

\_\_\_\_\_  
Line 3: Website

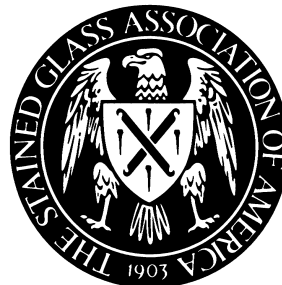
each publication and is due and payable within 30 days.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

I understand that I will be billed \$21 for the above listing for each issue in which it is published and that the listing will continue in subsequent issues of *The Stained Glass Quarterly* until I send written notice to cancel.

## The *Stained Glass Quarterly*



*Quarterly for the Stained Glass Association of America Since 1906*

THE STAINED GLASS QUARTERLY

SUPPLIERS: LISTING RESERVATION ORDER FORM

Listings in The *Stained Glass Quarterly's Suppliers Section* are limited to name, address and phone number only. Email and Web Addresses may be added for an extra line charge. No other copy is permitted. New categories may be added upon request and editorial approval. Due to their low cost, *Suppliers* listings are perpetual and run on a 'till forbid' (TF) basis. Listings may be cancelled by written notice received by the regular editorial deadline.

**Sources of Supply Category Headings.** Check each heading you wish your company information listed under.

**General Suppliers**

**Came, Copper Foil, Solder**

- Came: Brass
  - Came: Copper
  - Came: Lead
  - Came: Lead Free
  - Came: Metal Crowned
  - Came: Zinc
  - Copper Foil
  - Copper Re-Strip
  - Solder: Lead
  - Solder: Lead Free
  - Other (specify):
- 

**Glass Suppliers**

- Glass: Antique
  - Glass: Architectural Castings
  - Glass: Beveled
  - Glass: Bullseye Panes
  - Glass: Cathedral
  - Glass: Dalle de Verre
  - Glass: Dichroic
  - Glass: Glue-Chip
  - Glass: Jewels
  - Glass: Opalescent
  - Glass: Restoration
  - Glass: Rolled
  - Glass: Rondels
  - Other (specify):
- 
- 

**Materials and Components**

- Adhesives
  - Cleaning Supplies
  - Domes
  - Doors, Wood
  - Door Inserts, Beveled Glass
  - Door Inserts, Stained Glass
  - Epoxy Resin
  - Filigree, Brass
  - Fluxes and Patinas
  - Flux Removers
  - Frames & Sash: Metal
  - Frames & Sash: Wood
  - Frames & Sash: Rose Windows
  - Glazing Compounds and Putty
  - Hooks & Suction Cup Hangers
  - Lamp Making Systems
  - Lamps and Lighting Parts
  - Mosaic Supplies
  - Paints and Stains
  - Photo Resists
  - Reinforcing Bars
  - Sandblast Etching
  - Screens: Wood
  - Videos
  - Wire: Brass & Copper
  - Other (specify):
- 
- 

**Tools and Equipment**

- Air Filtration Systems
  - Beveling Equipment
  - Blades & Wheels: Diamond
  - Brushes
  - Came Curler
  - Came Stretcher
  - Computerized Design Systems
  - Copper Foil Tape Dispenser
  - Drills: Diamond
  - Engraving Equipment
  - Glass Cutting & Processing
  - Grinding & Grozing Machines
  - Grinding Heads: Diamond
  - Kilns: Fusing & Painting
  - Mitre Vises
  - Online Services
  - Sandblasting Equipment
  - Saws: Band
  - Saws: Came
  - Saws: Ring
  - Soldering Irons
  - Other (specify):
- 
- 

**Sources of Supply Charges**

First 4 lines: ----- \$29.00

Additional Lines @ \$7.25 each: -----

Total Cost of One Listing: -----

Cost of One Listing: -----

(x) Number of Listings Checked: -----

Equals Total Amount Enclosed: -----

I understand that my *Sources of Supply* listing will be run in every issue of the *Stained Glass Quarterly* until it is cancelled in writing by me. I will be billed following each publication.

\_\_\_\_\_  
Signature/Date

Please complete the following information, which will appear under each heading you have checked.

\_\_\_\_\_  
Line 1: Company Name

\_\_\_\_\_  
Line 2: Street Address

\_\_\_\_\_  
Line 3: City/State/Zip Code or City/Province/Postal Code

\_\_\_\_\_  
Line 4: Telephone Number/Fax Number

\_\_\_\_\_  
Additional Line @ \$7.25 per line

\_\_\_\_\_  
Additional Line @ \$7.25 per line

# CATALOG/PRODUCT/SERVICE AD

## Advertising that is easy on your Budget:

### Color Ads as low as \$175 per Issue! B&W Ads as low as \$100 per Issue!

For your catalog, your products or your services...

All ads go onto our website with hotlink to your site—FREE.

Yes, I would like to take advantage of the The **Stained Glass** Quarterly's special advertising section. The copy for my advertisement is typed or written below. I understand that the first 30 words are included in the base price and that there is an additional charge of \$1 per word for more than 30 words. (Please note: Company name, address, city, state, zip code, telephone & fax numbers, plus e-mail and a web site do not count as part of your 30 words! They are included at no extra cost.)

Free	Free	Free	Free	Free	Free	Free	Free	Free	Free
Free	Free	Free	Free	Free	Free	Free	Free	Free	Free
Free	Free	Free	Free	Free	Free	Free	Free	Free	Free
\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00
\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00
\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00

#### Bill to and Contact Information:

\_\_\_\_\_  
 Contact Name Company Name

\_\_\_\_\_  
 Street/PO Box City State Zip Code

\_\_\_\_\_  
 Telephone Number Fax Number

\_\_\_\_\_  
 E-mail Web Site

Please reserve space for my **four-color catalog ad** in  
 Both the Winter and Summer issues for only \$350 " Single issue for only \$225  
 Includes placement on the internet with link.

Please reserve space for my black-and white catalog ad in  
 Both the Winter and Summer issues for only \$200 " Single issue for only \$125  
 Includes placement on the internet with link.

Please list our company as:  Retail  Wholesale  Both  Manufacturer  Service  Other \_\_\_\_\_

I have enclosed:  Catalog/Brochure for scanning  slide/photo for scanning  JPEG/TIFF file  Other (Call to determine suitability).

\_\_\_\_\_  
 Authorized Signature Please Print Name

## FREQUENCY DISPLAY ADVERTISING CONTRACT

This advertising contract is entered into on \_\_\_\_ / \_\_\_\_ / \_\_\_\_ between The *Stained Glass Quarterly* and its publisher, the Stained Glass Association of America (hereinafter referred to as **PUBLISHER**) and \_\_\_\_\_ hereinafter referred to as **ADVERTISER**.

### SPACE AND RATE FOR DISPLAY ADVERTISING

**ADVERTISER** agrees to purchase advertising space as marked in The *Stained Glass Quarterly*:  Black & White  Color  
 1st Tier  2nd Tier Frequency: \_\_\_\_\_ Size: \_\_\_\_\_ Cost: \$ \_\_\_\_\_ ea. Issue.

### SPACE AND RATE FOR DISPLAY/CATALOG ADVERTISING

**ADVERTISER** agrees to purchase 2 Catalogue/Product Ads and 2 Display Ads in The *Stained Glass Quarterly* during a one-year period to create a 4x rate for the display ads.

Catalogue/Product Ads (1) to appear in a Summer and Winter Issue.  Black & White  Color Cost: \$ \_\_\_\_\_ ea. issue.

(2) Display Ads to appear in a Fall and Spring Issue.  Black & White  Color Ad Size: \_\_\_\_\_ Cost: \$ \_\_\_\_\_ ea. issue.

### DISCOUNTS

There will be a 10% discount for digital-ready artwork on **Display Advertising** only. To receive this discount, digital-ready artwork must meet the Digital Advertising Specifications. We no longer allow discounts for camera-ready artwork.

### TERM OF CONTRACT

This contract shall begin with insertion in the \_\_\_\_\_ issue of The *Stained Glass Quarterly*.  
 and shall expire following ad insertion in the \_\_\_\_\_ issue of The *Stained Glass Quarterly*.

### INSERTION

Ads may remain the same throughout the contract or may be changed with notice by the *Artwork Deadline Date*.

Repeat ad throughout extent of contract unless otherwise notified.

Contact before each issue. Contact name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

See Attached insertion order for ad rotation schedule or special instructions.

### GUARANTEED RATE

**PUBLISHER** shall honor above contracted rate during the term of this contract. Any published increase in advertising rates as determined by **PUBLISHER** shall not affect the contracted rate.

### DEADLINE AND MECHANICAL REQUIREMENTS

All deadlines and mechanical requirements will be as stated on the current rate card. Signing of this contract is acknowledgement by **ADVERTISER** of receipt of the current rate card. **ADVERTISER** may supply digital-ready artwork in conformance with the mechanical specifications as published. Copy and/or artwork requiring modification for conformance to mechanical requirements shall be modified by **PUBLISHER** at prevailing rates.

### CHANGE IN ADVERTISING SIZE

**ADVERTISER** may, in conformance with the published deadlines, increase or decrease the size of the display ad space, add color or specify cover placement (when available, full page only). **PUBLISHER** shall grant **ADVERTISER** the frequency discount rate applicable to the changed ad size.

### COMPLIMENTARY LISTINGS IN SOURCES OF SUPPLY.

Advertiser shall be entitled to complimentary listings in *Sources of Supply* at the rate of:

One (1) 4-line listing per (1/4) page increment of display advertising Three (3) additional 4-line complimentary listings for each color ad for a maximum of seven (7) complimentary listings. Listings are complimentary only for issues that the ad runs in. For non-ad issues, the listings will be charged at their regular rate unless otherwise agreed upon.

Complimentary listings apply to display advertisers only. If advertising is cancelled or otherwise voided, **PUBLISHER** shall remove listings without notice. Listings may be retained by **ADVERTISER** at rates specified on current rate card.

### CANCELLATION

**ADVERTISER'S** cancellation of this contract prior to expiration shall result in **ADVERTISER** liability for the difference between the current open display-advertising rate and the contracted rate for all advertising placed under the term of this contract. **PUBLISHER** may cancel this contract if advertising remains unpaid at the closing deadline for the next issue.

### RIGHTS OF APPROVAL

Publisher shall retain all rights of advertising approval and may reject any advertising deemed unsuitable. Advertiser agrees to adhere to all conditions as set forth on The *Stained Glass Quarterly* current rate card.

### ACCEPTED FOR ADVERTISER

\_\_\_\_\_  
 Company Representative/Title

\_\_\_\_\_  
 Authorized Signature/Date

### ACCEPTED FOR PUBLISHER

\_\_\_\_\_  
 Executive Administrator

\_\_\_\_\_  
 Authorized Signature/Date