SAQA

sponsorship & advertising opportunities

2020

SAQA™
Studio **Art** Quilt Associates

The ***SAQA Journal*** is the official journal of Studio Art Quilt Associates, Inc. (SAQA) and is the definitite source for information and inspiration on art quilts. SAQA's international membership is made up of art professionals who are highly invested in creating, collecting and appreciating art quilts. The *SAQA Journal* is published 4 times per year.

cover artwork, left to right:
Melody Money, Norma Schlager, Susan V. Polansky

Member Profile

SAQA members save their issues of the *SAQA Journal* and refer to them frequently, year after year. They are ***seasoned*** and ***experienced*** in the ***fiber arts***. They come from a variety of backgrounds with current positions as ***artists***, ***curators***, ***collectors***, ***teachers*** and ***museum staff***.

What they have in common is a love of fiber.

Members highly value their ***experiences in classes, workshops and retreats***. In fact, in a survey conducted by SAQA, these experiences were ranked second only to personal experimentation in facilitating their transition to fiber.

SAQA members:

80% have a background in sewing

21% have annual income of over $101,000

50% have annual income of over $51,000

35% take fiber workshops or classes

36% buy supplies online at least once a month

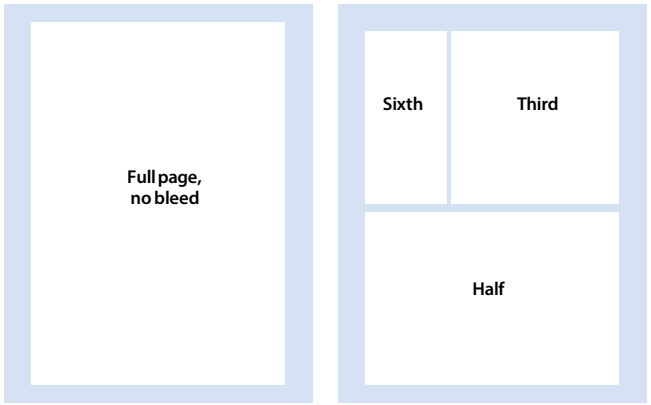
91% own their own homes

Source: 2012 SAQA membership survey

The ***SAQA Journal*** is a full-color, quarterly publication filled with articles offering advice to art quilt collectors and to SAQA members on improving their art quilt businesses. SAQA's members report that they read the SAQA *Journal* cover to cover and save it in their libraries.

File formats

Press-Ready PDF preferred. Other acceptable formats are InDesign and Illustrator (all fonts and linked graphics must be included). We can also accept vector-based EPS and 600 dpi TIFF or Photoshop files. CMYK or black and white.



SAQA Journal advertising specifications and rates

Size	Width x Height (inches)	1x	2x	4x
Full w/bleed	8.75 x 11.25	$800	$1440	$2880
Full, no bleed	7 x 10	$800	$1440	$2880
Half page	7 x 4.75	$400	$720	$1440
Third page	4.625 x 4.75	$300	$540	$1080
Sixth page	2.25 x 4.75	$225	$405	$810

2x and 4x rates include quantity discount
Additional 10% discount for SAQA members (including affiliates)

2020 publishing schedule

The *SAQA Journal* will feature articles on our art quilt exhibitions and will include an artist profile in each issue.

	Issue	Space reservation	Artwork due	Publication Date*
	No. 1	Nov. 29, 2019	Dec. 27, 2019	Feb. 14, 2020
	No. 2	Feb. 28, 2020	March 27, 2020	May 15, 2020
	No. 3	May 29, 2020	June 26, 2020	Aug. 14, 2020
	No. 4	August 28, 2020	Sept. 25, 2020	Nov. 13, 2020

**estimated*

Payment terms

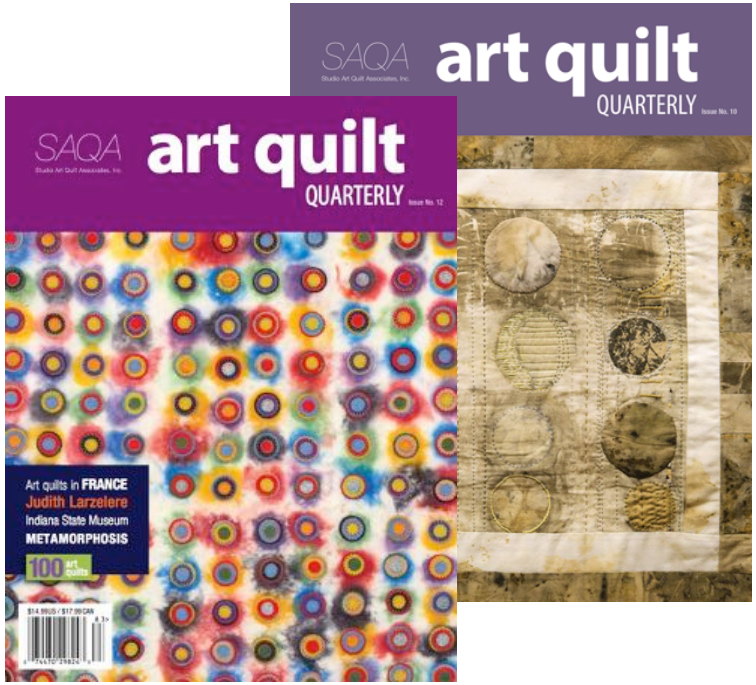
All ads must be prepaid (Net30).

A printed copy of the *Journal* will be mailed to all advertisers

No cancellations accepted after artwork due date.

Advertising Contact

Patricia Gould
ads@saqa.com



Art Quilt Quarterly

This full-color publication is available at bookstores across the US and Canada and to subscribers. Published four times a year, each issue is filled with beautiful artwork and informative articles for collectors, art venues, museums, professional artists and art enthusiasts.

Art Quilt Quarterly advertising specifications and rates

Size	Width x Height (inches)	1x	2x	4x
Full w/bleed	8.75 x 11.25	$800	$1440	$2880
Full, no bleed	7 x 10	$800	$1440	$2880
Half page	7 x 4.75	$400	$720	$1440
Third page	4.625 x 4.75	$300	$540	$1080
Sixth page	2.25 x 4.75	$225	$405	$810

2x and 4x rates include quantity discount
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2020 publishing schedule

	Issue	Space Reservation	Artwork due	Publication Date*
	No. 18	Nov. 29, 2019	Nov. 29, 2019	Jan. 15, 2020
	No. 19	Feb. 1, 2020	Feb. 1, 2020	April 10, 2020
	No. 20	May 1, 2020	May 1, 2020	July 10, 2020
	No. 21	Aug 1, 2020	Aug 1, 2020	Oct. 10, 2020

**estimated*

Payment terms

All ads must be prepaid (Net30). A printed copy of the issue will be mailed.

No cancellations accepted after artwork due date.

Advertising Contact

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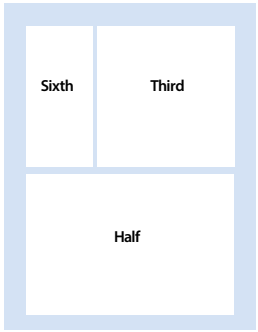

Studio Art Quilt Associates, Inc. (SAQA) is the definitive source for information and inspiration on art quilts. With a **targeted membership of over 3,500**, SAQA reaches arts professionals who are highly invested in creating, collecting and appreciating art quilts.

SAQA members:

Source: 2011 SAQA membership survey

The SAQA Annual Conferences are held in a different part of the United States each year. Conferences offer a variety of presentations that highlight the latest techniques, trends and business advice. Conferences sell out as members, new and seasoned, seek out the opportunity to learn and network with fellow professionals and art quilt experts.

Conference sponsorship & advertising

2020 SAQA Conference – "MoSAiQA" Toronto, Ontario: March 19 – March 22, 2020 *All Prices are in USD	**Gold Sponsorship** **Limit: 4** **$3,500**	**Silver Sponsorship** **Unlimited** **$1,500**	**Bronze Sponsorship** **Unlimited** **$1,000**
Your logo on all printed and electronic materials for the conference	●	●	●
One-year Affiliate membership in SAQA	●	●	
Profile of your company in our members-only electronic newsletter	●		
Ad in conference program	Half page color interior	1/3 page color interior	1/3 page color interior
Recognition of your support at SAQA.com with link to your website	●	●	●
Description of your organization on the conference website sponsor page	100 words	50 words	30 words
Item in conference tote bag	●	●	●

Additional conference sponsorship opportunities

Conference Sponsorship & Program Ads – *All Prices are in USD

Conference sponsorship – full conference for 1 emerging artist	$440
Insert item into conference tote bag (printed matter such as postcards, brochures, coupons)	$75
Insert item into conference tote bag (useable items such as thread, fabric, scissors, beads, tape measures, etc.)	No charge

Full page (7" x 10")	$400
Half page (7" x 4.75")	$250
Third page (4.625" x 4.75")	$200
Sixth page (2.25" x 4.75")	$150

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CONTACT INFO:

conference@saqa.com