Create an Impact!
World’s Largest Quilting Member Organization
70,000+ Members

2020-21
MEDIA KIT

FAMILY OF BRANDS

American Quilter | iquilt | AQS QuiltWeek | ShopAQS
QuiltTV | AQSBlog | uquilt
I am AQS

Bill and Meredith Schroeder founded the American Quilter’s Society in 1984 to elevate the art form of quilting.

Dedicated to inspiring and nurturing quiltmakers, artists, and collectors around the world, the American Quilter’s Society continues to create an impact with the industry’s most dedicated and engaged quilting community.
The American Quilter’s Society Quilt Contest was the industry’s first contest to award a cash prize of $10,000, upending the entire industry’s perception of quilting’s value. To date, the American Quilter’s Society has awarded $5.8 million in prize money.

Industry Impacts

The AQS Quilt Appraisal Program provides training, certification, and referral in assigning realistic values to quilts.

To house the growing American Quilter’s Society Quilt Collection and to preserve the art of quilting, the Schroeders founded the American Quilter’s Society Museum, now the National Quilt Museum of the United States.

Headquartered in Paducah, Kentucky, the American Quilter’s Society began hosting QuiltWeek Shows in Paducah 36 years ago. Today, the QuiltWeek Shows have created a more than $500 million economic impact for Paducah, along with the endearing nickname of Quilt City USA®.
AQS Family of Brands

The American Quilter’s Society reaches hundreds of thousands of quilters each year through digital and print media, social communities, and live events. The largest quilting membership organization in the world, AQS inspires and cultivates brand loyalty throughout the quilting population. AQS and its family of brands reach quilters of all skill levels, styles, and interests through engaging content and opportunities for your brand to connect and grow.

Connect with our audience of Engaged Quilters.

- **American Quilter Magazine**
- AQS QuiltWeek Shows & Show Books
- Merchant Mailers
- AQS Blog
- uquilt Beginners’ Online Classes
- iquilt Online Classes
- Membership Content
- OnPoint Weekly Newsletter
- Social Media
- QuiltTV
American Quilter’s Society presents the world’s leading quilters’ expertise through our family of brands.

AQS Quilting Stars

American Quilter's Society

Alex Anderson  Leanne Anderson  Charlotte Angotti  Bonnie Browning
Melinda Bula  Lisa H. Calle  Ann Buzzalino  Karan Combs
Pepper Cory  Kimberly Einmo  Cynthia England  Gyleen Fitzgerald
Gail Garber  Margaret Solomon Gunn  Laura Heine  Linda J. Hahn
Judi Madsen
Katie Pasquini Masopust  Kathy McNeil  Paula Nadelstern  Bethanne Nemesh  Sue Nickels  Gina Perkes-Tidwell
Claudia Pfeil  Linda M. Poole  Jodi Robinson  Latifah Saafir  Jane Sassaman  Cindy Seitz-Krug
Mark Sherman  Edyta Sitar  David Taylor  Ricky Tims  Leni Wiener  Victoria Findlay-Wolfe
American Quilter’s Society

Audience Profile

The Dedicated Quilter

The American Quilter’s Society is comprised of dedicated quilters, a market segment that is highly affluent, equally impassioned, and that is part of the $4.2 billion U.S. quilting industry. The American Quilter’s Society family of brands is designed to connect advertisers and sponsors with engaged, dedicated quilters eager to learn about the latest quilting products and techniques.

- 98% Female
- 64 years old
- 70% are college educated
- Has quilted for 10+ years
- 68% shop online for quilting supplies
- 88% have a room dedicated to sewing/quilting
- Owns an average of 3.1 sewing machines
- 92% visit advertiser websites
- Primary motivation for quilting is to be creative
- 71% have attended a quilt show in the past 12 months
- 66% attend 2 or more quilt shows a year
- 73% attend quilt shows to see quilt exhibits
- 71% attend quilt shows to shop with vendors
- Household income of $95,900
- Spends $3,363 per year on quilting supplies
- Owns $5,939 worth of fabric
- Owns $12,861 worth of quilting supplies, tools, and machines
- Purchased $925 worth of fabric in the last year (approx. 99 yards)
- Traditional machine purchasers spent $2,212 on average in the last year
- Longarm and midarm purchasers spent an average of $10,220 in the last year

Sources: 2020 Premier Needle Arts Survey, 2018 AQS Member Survey
World’s Largest Quilting Member Organization

70,000+ MEMBERS

AQS Current Membership Top 20 States
1. Michigan
2. Florida
3. California
4. Illinois
5. Pennsylvania
6. Texas
7. New York
8. Ohio
9. Tennessee
10. Virginia
11. Indiana
12. North Carolina
13. Wisconsin
14. Arizona
15. Washington
16. Kentucky
17. Iowa
18. Colorado
19. Georgia
20. Maryland

Top 5 Countries
Canada
Australia
Japan
Germany
France
Empowering and Inspiring
Published 6 times a year, American Quilter magazine inspires quilters with a lively combination of quilt patterns, techniques, feature articles, product reviews, and columns designed to appeal to quilters of multiple skill levels and styles. In addition to being distributed to our 70,000+ members, AQ magazine is distributed on newsstands and in specialty retailers such as Michaels and Barnes & Noble.

Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Theme</th>
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<tr>
<td>1/2021</td>
<td>Kick off the New Year with color</td>
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<tr>
<td>3/2021</td>
<td>Flowers, flowers, flowers</td>
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<tr>
<td>5/2021</td>
<td>Lighten up! Quilts with a lighter look</td>
</tr>
<tr>
<td>7/2021</td>
<td>New ideas for quilts to take on the road</td>
</tr>
<tr>
<td>9/2021</td>
<td>Fall-inspired quilts and new techniques to learn</td>
</tr>
<tr>
<td>11/2021</td>
<td>Snuggle up with cozy quilts</td>
</tr>
<tr>
<td>1/2022</td>
<td>Celebrate the New Year with a new quilt idea</td>
</tr>
<tr>
<td>3/2022</td>
<td>Look outside for fanciful spring quilting ahead</td>
</tr>
<tr>
<td>5/2022</td>
<td>New concepts in quilting</td>
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Digital Linking
American Quilter subscribers also have access to digital issues of the magazine, conveniently linked to advertiser websites, via the americanquilther.com website. Current and past issues are just a click away. In addition, digital issues can be purchased individually through our website.

In Every Issue

Columnists
Appearing in each issue are BERNINA ambassador Lori Kennedy with lively free-motion-quilted motifs; Janome national representative Kimberly Einmo’s uplifting editorials; and new designs from Helen Squire, whose creative quilting patterns have appeared in AQ for over 20 years.

Fabulous Finds
An informal look at new products available from a variety of resources. We’re happy to consider unique new items for review.

On the Web
On the Web gives readers a peek at websites of interest to quilters, including the AQS family of websites, including exclusive Member-Only patterns and much more. Readers will find out what new projects are upcoming on the AQSblog calendar and be alerted to Member-Only bonuses.

I Am AQS
In each issue, a quilter who represents the heart and soul of the American Quilter’s Society reflects on a variety of interview questions in the popular feature I Am AQS.
## AQ MAGAZINE
Advertising Opportunities

### AQ MAGAZINE ADVERTISEMENT RATES

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* Denotes special placement

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* 1/8" bleed, trim size 8 3/4" x 10 3/4". Live matter 1/4" or more from all sides

### AQ MAGAZINE AD PROJECTED SCHEDULE

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American Quilter’s Society QuiltWeek Shows are multi-day events jam-packed with educational programming, including lectures and live demonstrations, quilt exhibitions, contests, and huge merchant malls. Showcase your brand and products through custom sponsorships, brand activations, and unique marketing campaigns developed to reach engaged quilters at AQS QuiltWeek Shows.

**UPCOMING SHOWS**

<table>
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<th>Location</th>
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<tr>
<td>Daytona Beach, FL</td>
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<td>Branson, MO</td>
<td>March 24–27, 2021</td>
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<tr>
<td>Paducah, KY</td>
<td>April 21–24, 2021</td>
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<tr>
<td>Grand Rapids, MI</td>
<td>August 18–21, 2021</td>
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</tbody>
</table>

120,000+ attend AQS QuiltWeek shows each year

- 76% say their top reason for attending is to buy quiltmaking supplies
- 80% of quilters will attend a quilt show this year
- 26% of quilters travel over 200 miles to attend a quilt show
- 91% of dedicated quilters have attended a quilt show

Source: From the Quilting in America 2017™ Survey presented by Quilting Company, a F+W Media Company; AQS Post-Show Registrant Survey 2017
## Sponsorship Opportunities

### NATIONAL BRAND PARTNER

**Platinum Sponsorship**

- All Classroom Sponsor Benefits
- All Non-Attending Sponsor Benefits
- All Attending Sponsor Benefits
- Editorial Ad
- QuiltWeek Inclusive Logo Placement
- QuiltWeek Registration Confirmations
- Discounted Price for Merchant Mailer Ads
- Pre-Show Social Media Promotion
- Social Media Promotion during QuiltWeek
- Regional Print Advertising
- National Print Advertising
- Local TV Advertising
- Regional TV Advertising
- QuiltWeek Pre-Show Poster
- Post-Show Email
- Post-Show Survey
- Winner Interviews Video Promotion
- Interesting Quilts/Product Spotlights
- Sponsor Interview/Quilt Comments

### ATTENDING SPONSOR

**Gold Sponsorship**

- All Classroom Sponsor Benefits
- All Non-Attending Sponsor Benefits
- QuiltWeek Preview Night (Spring Paducah Only)
- Co-Branding
- Local Print Advertising
- QuiltWeek Registration Website Ad
- Premium QuiltWeek Booth Location
- Number of QuiltWeek Booths Available*
- Two-Night Hotel Stay in Host City*
- Priority Load In/Out at QuiltWeek
- Sponsor Logo on QuiltWeek Show Map
- Tips & Tricks Feature on QuiltTV (YouTube)
- Discount for Merchant Mailer Pricing
- Discount Advertising Rate in American Quilter Magazine

### NON-ATTENDING SPONSOR

**Silver Sponsorship**

- All Classroom Sponsor Benefits
- Full-Page Ad in QuiltWeek Show Book
- QuiltWeek Contest Signage

### CLASSROOM SPONSOR

**Bronze Sponsorship**

- Discounted Price for AQ Magazine Ads
- AQS Online Property Ads
- QuiltWeek Entrance Signage
- Sponsor Thank You in QuiltWeek Show Book
- Email Introduction of Provided Products to All Registered Students
- Protected Brand Representation†

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*Excludes Paducah  †Excludes Non-Attending Sponsors
QuiltWeek Show Book

QuiltWeek Show Book

Advertising Opportunities

- Distributed to all QuiltWeek attendees
- Full-color, high-gloss pages
- 8.5” x 11”

SHOW BOOK RATES

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* For New Vendors only

PADUCAH SHOW BOOK RATES

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* For New Vendors only

SHOW BOOK SIZES

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* For New Vendors and Local Businesses only

SHOW BOOK ADVERTISEMENT DEADLINES

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<th>RESERVATION DUE</th>
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<td>Paducah, KY</td>
<td>04/21/21 - 04/24/21</td>
<td>01/25/21</td>
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<td>Grand Rapids, MI</td>
<td>08/18/21 - 08/21/21</td>
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</table>
Full Page with Bleed Ad Template

Starting document size: 8.5” x 11” ADD .125” bleed on all sides. Final document size: 8.625” x 11.125”

Document must be saved at 300dpi, in CMYK colorspace, and as a print-ready PDF. Graphic not to scale. Email brittany.borden@americanquilter.com with questions.

Live Matter
All text must be kept inside this line. Any art that you do not want to bleed must also be kept inside this line, or .25” away from trim.

Trim
Defines the edge of the page where the printer will trim the paper.

Bleed
Any colors or objects that need to continue off the page must extend to this line.
QUILTLEEEK DIRECT MAIL
Advertising Opportunities

- Targeted, local advertising for each QuiltWeek location
- Delivered to 40,000 households by mail
- Full-color, high-gloss pages
- 6" x 9"

**MERCHANT MAILER RATES**

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**MERCHANT MAILER SIZES**

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<td>08/18/21 - 08/21/21</td>
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<td>06/04/21</td>
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Digital Advertising

American Quilter’s Society

americanquilter.com

Average pageviews: 128,072 per month
Average # of sessions: 56,127 per month
Average # of users: 43,153 per month

QuiltWeek.com

QuiltWeek.com

Average pageviews: 207,450 per month
Average # of sessions: 87,464 per month
Average # of users: 55,219 per month

• Show Information
• Class Registrations
• Group Tour
• Online Tickets
• Trip Planning

DIGITAL ADVERTISEMENTS

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</tr>
<tr>
<td>Vertical Rectangle</td>
<td>170 x 240</td>
<td>$750 per month</td>
</tr>
<tr>
<td>Promo Grid</td>
<td>234 x 170</td>
<td>$500 per month</td>
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QuiltWeek Digital Advertising

<table>
<thead>
<tr>
<th>NAME</th>
<th>SIZE (PIXELS)</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Horizontal Rectangle</td>
<td>300 x 250</td>
<td>$750 per month</td>
</tr>
</tbody>
</table>
AQsblog.com

AQsblog.com
Average pageviews: 343,938 per month
Average # of sessions: 165,259 per month
Average # of users: 90,969 per month
- Free Patterns
- Tips
- Techniques
- Videos
- Special Deals
- Weekly Newsletter

www.facebook.com/AQSonline/
140,000+ fans

SPONSORED POST: $500
Connect your brand with an engaged AQS audience.

https://www.youtube.com/user/quilttv
34,200+ subscribers (quilttv + iquilt)
3.8 million+ views (quilttv +iquilt)

Highlight your brand with a Product Spotlight featured in AQ Magazine and on the QuiltTV channel

PRODUCT SPOTLIGHT: $750
Add your brand’s message to our educational video series created for all levels of quilters. Ask about custom packages.
ONPOINT E-NEWSLETTER

Advertising Opportunities

Reach Dedicated Quilters around the world with our weekly e-newsletter.

Deliver your message to our email subscribers

<table>
<thead>
<tr>
<th>OnPoint ADVERTISING</th>
<th>Pictured left</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TYPE</strong></td>
<td><strong>SIZE (PIXELS) / PRICE</strong></td>
</tr>
<tr>
<td>Article + Feature Image</td>
<td>350 x 250</td>
</tr>
<tr>
<td>Sponsored Banner</td>
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</tr>
<tr>
<td>Vertical Rectangle</td>
<td>250 x 500</td>
</tr>
<tr>
<td>Vendor Spotlight</td>
<td>Article + Image</td>
</tr>
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</table>

$750
DEDICATED EMAIL BLAST
Advertising Opportunities

Send your custom email message to the full American Quilter's Society list or let us create a targeted list for your brand and message.

Deliver your message to our email subscribers

<table>
<thead>
<tr>
<th>DEDICATED EBLAST ADVERTISEMENTS</th>
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</thead>
<tbody>
<tr>
<td>TYPE</td>
</tr>
<tr>
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<tr>
<td>CPM $40.00</td>
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<tr>
<td>FULL LIST $5,200</td>
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</table>

American Quilter's Society
New Opportunities

HOSTED BY LIZ HAMMONDS

While quilters are sheltering at home, the American Quilter’s Society has been working harder than ever to keep the quilting community engaged and together. The good news is that it is working! Quilters are tuning in to our programs, downloading our content, and signing up for special offers.

Now, we want to offer our AQS QuiltWeek Shows’ sponsors and vendors an opportunity to present their special offers to our engaged community of thousands of quilters!

One of our popular new programs, “AQS Quilting Stars” hosted by AQS Education Director Liz Hammonds, features one quilting star each week for an intimate behind-the-scenes look at their quilting studios. Liz keeps the conversation moving as the stars share their UFOs, fabric stashes, current projects, or family pet.

“AQS Quilting Stars” airs weekly on the popular AQS Facebook page and QuiltTV, the AQS YouTube channel. One presenting sponsor will have the opportunity to join AQS in delivering this exclusive content to thousands of quilters!

Recent Guests

Judi Madsen
Kimberly Einmo
Sue Nickels
Eleanor Burns

Sponsor Opportunity

Your brand will appear on the “AQS Quilting Stars” promotional communications for one month of programs, including:

- Sponsor’s name on title and end slide of program
- 30-second spot during the program (sponsor provided)
- Host endorsement during the program
- Presenting sponsor’s brand on all promotional materials for sponsored “AQS Quilting Stars”
- Host endorsement for quilters to register to win sponsor-provided product(s)
- Presenting sponsor’s brand and special offer or sale will reside on the contest registration page
- Presenting sponsor to receive all contest registrants’ email addresses

SPONSORSHIP FEE

$2,500 per month
New Opportunities

Presenting the AQS Quilters Guilds Series

HOSTED BY BONNIE BROWNING

With quilters coming together to sew masks for first responders and healthcare workers, large organized groups of quilters are more active now than ever. AQS QuiltWeek Show Executive Director Bonnie Browning will check in with representatives from guilds across America each week to see how they are using their love of quilting to serve others and encourage one another during these difficult times.

“Guild Buzz with Bonnie” will be aired each week on the popular AQS Facebook page and QuiltTV, the AQS YouTube channel. One presenting sponsor will have the opportunity to join AQS in delivering this exclusive content to thousands of quilters!

Presenting Sponsor Opportunity

Your brand will appear on ALL “Guild Buzz with Bonnie” promotional communications and programs, including but not limited to:

- Presenting title: “Guild Buzz with Bonnie, presented by sponsor’s name.”
- Title and end slide of each program
- 30-second (sponsor provided) spot during the program
- Host endorsement for quilters to register to win sponsor-provided product(s)
- Presenting sponsor’s brand and special offer or sale will reside on the contest registration page
- Presenting sponsor to receive all contest registrants’ email addresses
- Presenting sponsor’s brand on all promotional materials for “Guild Buzz with Bonnie”

Promotional materials to include:

- Dedicated Eblast to the AQS QuiltWeek Show subscribers, representing almost 200,000 active quilters, to promote the “Guild Buzz with Bonnie” program.
- Advertisement for “Guild Buzz with Bonnie” in the weekly AQS QuiltWeek email communications from show director Bonnie Browning. AQS will also promote “Guild Buzz with Bonnie” with social media posts.
- The presenting sponsor will receive 8 episodes and 8 weeks of promotion.

SPONSORSHIP FEE

$1,000 per episode
**Sponsor Opportunity**

Your brand will appear on the “AQS Quilt Stars Trunk Show” promotional communications for one program, including:

- Sponsor’s name on title and end slide of program
- 30-second (sponsor provided) spot during the program
- Host endorsement for quilters to register to win sponsor-provided product(s)
- Presenting sponsor’s brand and special offer or sale will reside on the contest registration page
- Presenting sponsor to receive all contest registrants’ email addresses
- Presenting sponsor’s brand on all promotional materials for sponsored “AQS Quilt Stars Trunk Show”

**Promotional materials to include:**

- Dedicated Eblast to the AQS QuiltWeek Show subscribers, representing almost 200,000 active quilters, to promote the “AQS Quilt Stars Trunk Show” programs.
- Advertisement for “AQS Quilt Stars Trunk Show” program in a weekly edition of the AQS QuiltWeek email communications from AQS Executive Show Director Bonnie Browning. AQS will also promote “AQS Quilt Stars Trunk Show” with social media posts.

**SPONSORSHIP FEE**

$2,500 per program
New Opportunities

HOSTED BY ANN DENTON

$2,500 per month

SPONSORSHIP FEE

While quilters are sheltering at home, the American Quilter’s Society has been working harder than ever to keep the quilting community engaged and together. The good news is that it is working! Quilters are tuning in to our programs, downloading our content, and signing up for special offers.

One of our popular new programs, “AQS Book Club”, is hosted by Ann Denton, who proudly holds the title of AQS Author Ann Hazelwood’s biggest fan. Each week, viewers are assigned a number of chapters to read. Then they watch the AQS Book Club for Ann Denton’s fun and lighthearted discussion of the characters and plot, along with a few special surprises such as recipes, contests, and even pop-in visits with Author Ann Hazelwood.

“AQS Book Club” airs weekly on the popular AQS Facebook page and QuiltTV, the AQS YouTube channel. One presenting sponsor each month will have the opportunity to join AQS in delivering this exclusive content to thousands of quilters!

Sponsor Opportunity

Your brand will appear on the “AQS Book Club” promotional communications for one month of programs, including:

- Sponsor’s name on title and end slide of program
- 30-second spot during the program (sponsor provided)
- Host endorsement during the program
- Presenting sponsor’s brand on all promotional materials for “AQS Book Club”
- Host endorsement for quilters to register to win sponsor-provided product(s)
- Presenting sponsor’s brand and special offer or sale will reside on the contest registration page
- Presenting sponsor to receive all contest registrants’ email addresses

BEST-SELLING AUTHOR
Ann Hazelwood

HOSTED
BY ANN DENTON
New Opportunities

HOSTED BY BONNIE BROWNING

The new AQS Quilt TV program “Let’s Make A Quilt” is hosted by Bonnie Browning. Author of 13 quilting books, a certified quilt judge, and a certified Zentangle® teacher, Bonnie is also the Executive Show Director of the American Quilter’s Society, and she loves to teach people how to quilt!

Bonnie is well-known for her practical approach to quilting. She believes in sharing good, basic quilting techniques to construct quilts that will last for generations. In the new AQS beginning quilt series, Bonnie will break down the basics in these six easy-to-follow episodes:

- **Episode 1 - Gather Tools and Materials**
- **Episode 2 - Choosing Pattern & Cutting Fabric**
- **Episode 3 - Seam Allowance & Sewing Patchwork**
- **Episode 4 - Assembling the Quilt**
- **Episode 5 - Quilting the Quilt**
- **Episode 6 - Finishing Touches & Binding Edges**

**Category Sponsor Opportunities**

“Let’s Make a Quilt” Category Sponsors will receive exclusivity in their product category for all 6 episodes and pre-launch promotions beginning in Fall of 2020.

Each Category Sponsor’s brand will appear on all six episodes of the “Let’s Make a Quilt” program and on select promotional communications including but not limited to:

- 15-second (sponsor provided) spot during each episode
- Host endorsement for quilters to register to win sponsor-provided product(s)
- Presenting sponsor’s brand and special offer or sale will reside on the contest registration page
- Presenting sponsor to receive all contest registrants’ email addresses
- Presenting sponsor’s brand on promotional materials to include:
  - Eblasts, AQ magazine, AQS social media channels

**SPONSORSHIP FEE**

$1,500 + product with a minimum retail value of $500.
AQS Membership
CUSTOMER APPRECIATION BRANDED PROGRAM

Keep your sewing machine customers engaged with a one-year membership to the American Quilter’s Society, the world’s largest quilting membership organization.

Your customers will love receiving a Free Gift with your brand to celebrate their new sewing machine purchase. And you’ll love being able to extend your customers lifetime value as they engage with the world of quilting.

The one-year membership includes content for quilters of all levels and skill sets, as well as a 1-year subscription to AQ Magazine, 20% savings on all AQS QuiltWeek Show admissions and programming, online classes, quilting merchandise, and more!

Simple to administer and track, the AQS Branded Customer Appreciation Program can be customized to fit your company’s needs for only $15 per membership.

ShopAQS.com
AQS QuiltWeek
LOUNGE SPONSORSHIP

Be the exclusive presenting sponsor of the AQS Lounge at QuiltWeek Show(s). Engage quilters with your message and/or product in a comfortable, relaxed setting at an AQS QuiltWeek Show.

The lounge will be a minimum of 500 square feet at each show location and includes charging stations, tables and chairs, a water station, a sponsor product demo area, and an AQS staff member.

Sponsor Benefits:

- Name and logo on lounge signage at the show
- Name and logo included in the Show Book lounge promotion
- Name and logo included on AQS email, digital, and social marketing campaigns promoting the lounge
- Demo area in the lounge for product or service demonstrations
- Video monitor to include sponsor-supplied content

<table>
<thead>
<tr>
<th>SPONSORSHIP FEE</th>
</tr>
</thead>
<tbody>
<tr>
<td>$3,500*</td>
</tr>
</tbody>
</table>

Engage quilters with your message and/or product in a comfortable, relaxed setting

Demo area in the lounge for product or service demonstrations

Video monitor to include sponsor-supplied content
AQS Audio Tour Exhibit Sponsorships

Sponsor one of the featured exhibits at an AQS QuiltWeek Show. Sponsorships are available for the show floor exhibit and for an audio tour with the exhibit’s quiltmakers or curators.

Sponsor Benefits:
- Name and logo on exhibit signage at the show
- Name included in the Show Book exhibit description
- Name and logo included on AQS email, digital, and social marketing campaigns promoting the exhibit
- Audio Tour sponsors will be tagged on each recording with name and logo

<table>
<thead>
<tr>
<th>SPONSORSHIP FEES</th>
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</tr>
</thead>
<tbody>
<tr>
<td>One QuiltWeek Show - $1,000</td>
<td>Three QuiltWeek Shows - $2,500</td>
</tr>
<tr>
<td></td>
<td>Six QuiltWeek Shows - $5,000</td>
</tr>
</tbody>
</table>
AQS QuiltWeek Show Vendor Special Offers

AQS QuiltWeek Show Vendor Opportunity

- AQS will send a dedicated Eblast to the AQS QuiltWeek Show subscribers to promote special offers from our AQS QuiltWeek Show Vendors.
- The offers will include the vendor's logo, special offer, image, and a link to the vendor’s site to purchase.
- AQS will promote the AQS QuiltWeek Show Vendors’ Special Offers Emails in the weekly AQS QuiltWeek email communications from show director Bonnie Browning. AQS will also promote the Vendors’ Special Offers Emails on our FB channel with posts before and after the email is sent.
- The offers will then reside on a special page on the AQS QuiltWeek website for 30 days.
- Advertising Materials – one product image, logo, 25 words of description, and a URL.

ADVERTISING FEE

$500 per offer
Artwork Requirements

- **Image**
  - Minimum image size: 1080x1080px at 72 ppi
  - Keep images in a square (1:1) aspect ratio
  - Images may be submitted as a JPEG and need to be saved at maximum quality without compression
  - Keep the image as free of text as possible; copy will appear in the 25-word description

- **Logo**
  - Vector files are preferred (AI, EPS, SVG)
  - JPEG, GIF, and PNG files will be accepted but must be a minimum of 800px on the shortest side

- **Delivery**
  - Submit all materials one week prior to advertising start date to tamara.hanes@americanquilter.com

For each AQS QuiltWeek Show Vendor Special Offer, please submit the following materials one week prior to the advertising start date:

- One image
- Logo
- Offer header
- Offer description - 25 words or less
- URL address for link to purchase

Represent your brand at its best with a high-quality image that is not skewed or pixelated.
WEB AD SUBMISSION GUIDELINES

- Files may be JPG, GIF, or PNG.
- Individual graphic elements may not exceed 200k.
- Ads must be delivered with the desired landing page link/URL where users will be directed upon clicking the ad.
- All creative content is subject to approval by AQS.
- Limit of 3 animation loops and 15 seconds total animation time.
- Ad must be clearly defined on the page and include a border if necessary.
- Online ad spaces must be reserved 30 days prior to deployment.
- Web files must be delivered 10 business days before scheduled broadcast date. Late submissions are subject to rescheduling by AQS.

ONPOINT NEWSLETTER SUBMISSIONS

- Files may be JPG or PNG.
- Individual graphics may not exceed 200k.
- Ads must be delivered with the desired landing page link/URL where users will be directed upon clicking the ad.
- All creative content is subject to approval by AQS.
- Online ad spaces must be reserved 30 days prior to deployment.
- Web files must be delivered 10 business days before scheduled broadcast date. Late submissions are subject to rescheduling by AQS.

DEDICATED EBLAST SUBMISSIONS

- Must provide HTML and text-only versions.
- Images may be JPG or PNG.
- All nested tables need to contain their own <font> tags. Email clients will use the browser default font attributes if a tag is not present.
- No background images.
- No animation.
- Individual graphic elements may not exceed 200k.
- All creative content is subject to approval by AQS.
- Online ad spaces must be reserved 30 days prior to deployment.
- Web files must be delivered 10 business days before scheduled broadcast date. Late submissions are subject to rescheduling by AQS.

AD QUESTIONS

If you have any questions concerning the ad submission requirements, please contact Tamara Hanes at (270) 898-7903, ext. 214 or email tamara.hanes@americanquilter.com
AMERICAN QUILTER’S SOCIETY MISSION
To nurture and inspire quiltmakers, artists, and collectors around the world.