

*A Trade Magazine...
and So Much More!*



FabShop | MEDIA PLANNER

print • digital • sponsorship

The **fabric shop network** www.fabshopnet.com
Inc. ...the trade organization for independent quilt and fabric retailers.

2017/2018

welcome



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fabshopnet.com
fabshophop.com
fabshopstore.com

As we celebrate our 20th anniversary, our commitment remains the same, an industry-leading resource dedicated to helping quilt and fabric retailers succeed.

For the past 20 years, FabShop has been at the center of the industry, helping you get in front of your customers through our print and digital channels. We are devoted to being your premier marketing partner by providing a full range of marketing solutions designed to connect you with new business opportunities.

“ I purchased several of your books at quilt market which have been most enlightening even after owning my shop for 20 years! Thank you. I’ve been a member since you started and can testify that your publications have greatly helped me be successful in business.”

— Carol Watkins, Loving Stitches
Fayetteville, NC



trade magazine advertising

...the resource for independent quilt and fabric retailers



DISTRIBUTION: 2,500

FREQUENCY: 6 issues per year

Added value for advertisers

- ❖ **Leaderboard Ad** on fabshopnet.com when you run a full -page ad 6x consecutively (\$1,800 value).
- ❖ **Advertisers Resource Guide** in the magazine, listing ad pages, website, and phone number.
- ❖ **Online Advertisers Guide** complete with ad image and link to advertiser's website.
- ❖ FabShop's **Design Services** team can create custom ads if needed at affordable rates.

FabShop News magazine

- ❖ Business success stories
- ❖ Product sneak peeks
- ❖ Financial and operational guides
- ❖ Profiles of established and emerging designers
- ❖ Marketing and promotional strategies
- ❖ Spotlights on merchandising and display
- ❖ Industry and consumer trends
- ❖ Latest industry news

“*FabShop News is an excellent resource for our industry! I have a whole shelf of them. I read them from front to back. As a business owner without a formal education, they have been and are invaluable!*”

— Debbie Chase
Quilters Quarters, (Retired)

The best magazine
for relevant and
useful business
information in
our industry!

additional print opportunities

We offer unique and creative advertising opportunities to deliver your message and to make your brand stand out. Choose from fold-outs, booklets, inserts, and stand-alone supplements, plus more. Below are examples of a gatefold and a promotional insert.

Custom Marketing Solutions

Our marketing team here at FabShop can help create and implement a customized marketing strategy for any of your advertising and distribution needs. We're here to find creative solutions that align with your brand and messaging, for maximum return on investment!

Custom solutions include:

- ❖ Campaign strategy, design, and implementation
- ❖ Advertising - print and online
- ❖ Print marketing such as posters and signage
- ❖ Webinars
- ❖ eNews and digital communications
- ❖ eBlasts and announcements

Have a great idea to get your message out? Call today and we'll help make it happen!

Promotional Insert

FabShop News magazine is delivered in a high-quality, clear protective mailing sleeve—which means just about anything can be added inside!

Ideas:

- ❖ Download code, sending customers to a special microsite or interactive catalog.
- ❖ CD featuring a product showcase or marketing resources.
- ❖ Printed postcard or booklet.
- ❖ Product sample (not fatter than a fat quarter, please).

Use this opportunity to:

- ❖ Announce new products or collect orders.
- ❖ Offer special in-store display materials to highlight your product's shelf space.
- ❖ Deliver specific staff education and drive hand-selling of your products.



“Some of the best \$\$ we spend all year!”

— Kathy Miller
Michael Miller Fabrics

Gatefold

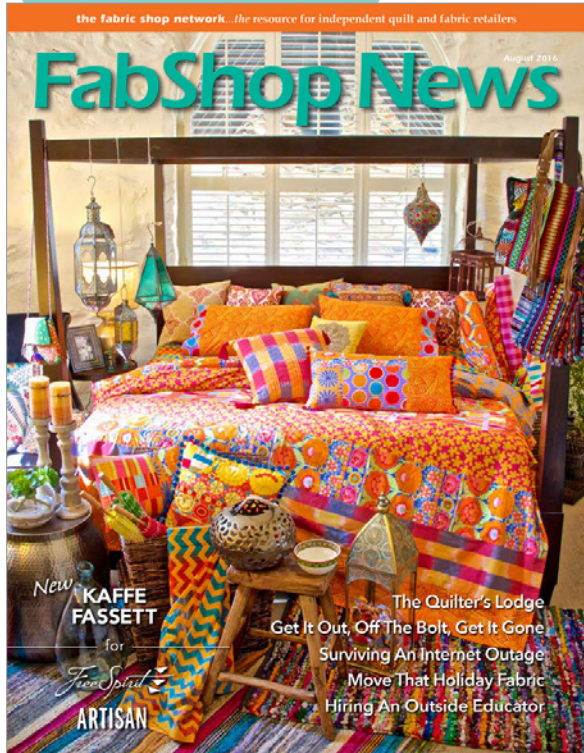
The gatefold is a 4-page advertorial that unfolds from *FabShop News*. That's **FOUR FULL PAGES** of content! Use it for product tips and tricks, display ideas, a behind-the-scenes look at your company, new product or service launches, order forms, and more.

Note: Advertisers provide all copy and high-resolution imagery unless additionally contracting FabShop's Design Services team to produce. Publisher reserves right to edit and use images and copy per discretion.



Take your advertising message to the next level!

FabShop trade magazine premium advertising opportunities are more than just an ad in the magazine; these premier options are unique and stand out. Catch the attention of potential customers with one of these premium advertising placements.



Cover Story

Take center stage with this custom package!

- ❖ Front cover of *FabShop News*
- ❖ Full-page product/company advertorial



Sponsored Content Editorial benefits at your fingertips

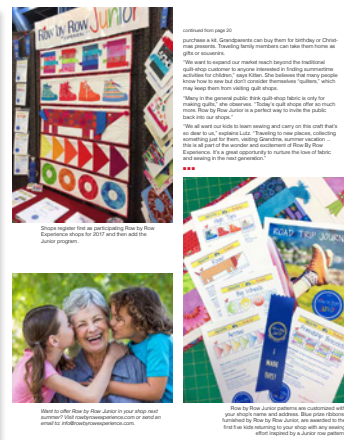
Leverage *FabShop News* to position your company as an expert in the industry with an unbiased and informative article that brings value to our readers. With copy and images provided by you, this opportunity will give your company the exposure you need to stay top-of-mind and grow your customer list. Contact us today!



Elizabeth's Studio



Row by Row Experience



Row by Row Junior

ad specifications

Magazine Ad Submission Specs

Ad Sizes	Inches
Full page spread.....	16.75 x 10.875
Half page spread.....	16.75 x 5.438
Full page ad.....	8.375 x 10.875
1/2 page island.....	4.375 x 7.375
1/2 page - horizontal.....	7.25 x 4.688
1/2 page - vertical.....	3.5 x 9.625
1/4 page ad.....	3.5 x 4.688

Art Specifications

Digital art is the preferred medium. Ad elements must be gray scale or CMYK color — not RGB.

Preferred Format

A press-ready PDF (CMYK, not RGB or spot color).

Photoshop TIFF or EPS files or Illustrator EPS file with all fonts converted to outline and images embedded. Resolution of any photo images or tints must be 300dpi and placed at 100% of size. Line art should be a minimum of 600dpi resolution. Include any fonts and images placed (linked) or embedded in the file.

A packaged InDesign CC file may also be sent, together with all linked 300 or 600dpi images and all fonts. Fonts must be Macintosh Postscript fonts. Placed images should be 100% of size.

Nonstandard Sizing or Formats

All ads must be the size of the space reserved. The Publisher reserves the right to modify ads to fit size and file format specifications. Changes will be billed at the current hourly rate.

Color Proofs

Please provide a clear laser or inkjet proof for reference. The magazine is printed to “pleasing color.” Therefore, color may vary from proof.

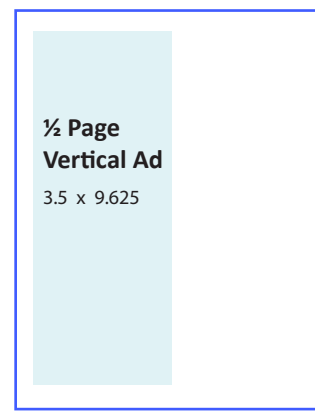
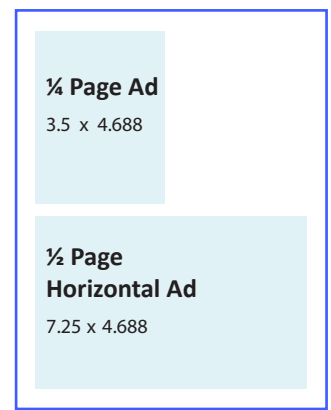
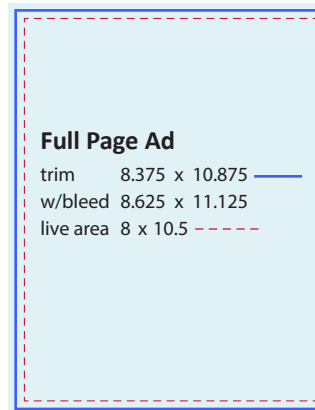
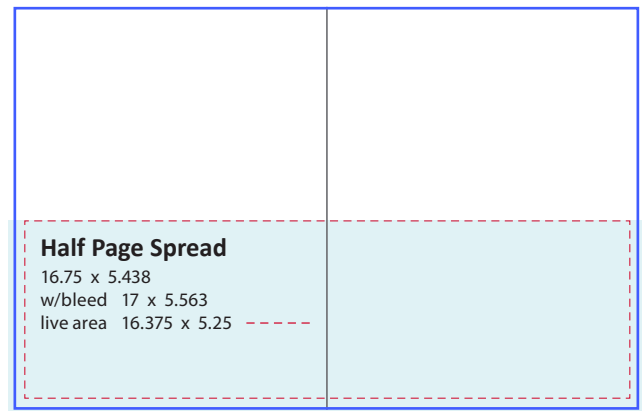
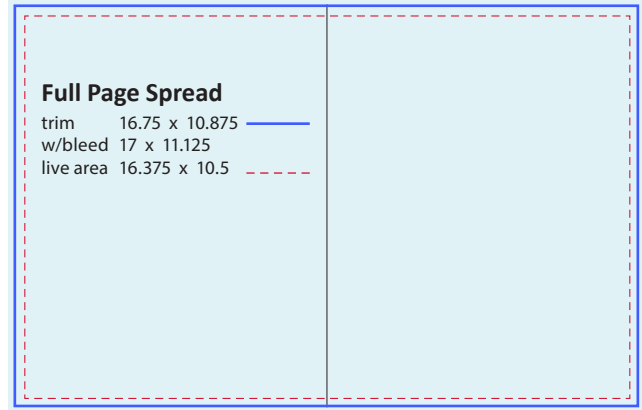
Ad Materials Submission Information

Mail CDs, disks & proofs to:

The Fabric Shop Network, Inc. - Design Service
P.O. Box 820128, Vancouver, WA 98682-0003

FTP Access:

Please email your request to info@fabshopnet.com. Files smaller than 10MB may be sent as email attachments to the above email address, with a confirming email (without file) to laurie.harsh@fabshopnet.com.



FabShop News magazine

Advertising Reservation Contract

Please select your ad size and run dates below for *FabShop News* magazine.
Discount available on multiple consecutive runs only.



Color.....	1x	3x *	6x *
Front cover + Advertorial**	<input type="checkbox"/> \$2,600**		
Full page spread	<input type="checkbox"/> \$2,400	<input type="checkbox"/> \$2,325	<input type="checkbox"/> \$2,275
Half page spread.....	<input type="checkbox"/> \$1,800	<input type="checkbox"/> \$1,600	<input type="checkbox"/> \$1,500
Center spread (left page only)	<input type="checkbox"/> \$1,750		
Back cover.....	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,800	<input type="checkbox"/> \$1,700
Inside front cover	<input type="checkbox"/> \$1,950	<input type="checkbox"/> \$1,750	<input type="checkbox"/> \$1,650
Inside back cover	<input type="checkbox"/> \$1,900	<input type="checkbox"/> \$1,700	<input type="checkbox"/> \$1,600
Page 1	<input type="checkbox"/> \$1,800	<input type="checkbox"/> \$1,600	<input type="checkbox"/> \$1,500
Full page opposite			
Table of Contents	<input type="checkbox"/> \$1,725	<input type="checkbox"/> \$1,525	<input type="checkbox"/> \$1,425
Full page opposite			
Table of Columns	<input type="checkbox"/> \$1,700	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$1,400
Full page opposite			
Promotional Calendar Ideas	<input type="checkbox"/> \$1,675	<input type="checkbox"/> \$1,475	<input type="checkbox"/> \$1,375
Full page opposite			
Masthead	<input type="checkbox"/> \$1,650	<input type="checkbox"/> \$1,450	<input type="checkbox"/> \$1,350
Full page	<input type="checkbox"/> \$1,575	<input type="checkbox"/> \$1,375	<input type="checkbox"/> \$1,300
1/2 page island	<input type="checkbox"/> \$1,025	<input type="checkbox"/> \$900	<input type="checkbox"/> \$850
1/2 page horizontal or vertical	<input type="checkbox"/> \$925	<input type="checkbox"/> \$825	<input type="checkbox"/> \$775
1/4 page	<input type="checkbox"/> \$575	<input type="checkbox"/> \$500	<input type="checkbox"/> \$450

* Ad Runs **must be consecutive** to qualify for the discounted rate.
** Cover is limited to three nonconsecutive ads per year.

FabShop News Publishing Schedule

Issue #	Publish/ Mail Dates	Reservation Deadline	Ad Materials Due	Editorial Due
<input type="checkbox"/> 117	April 2017	Feb. 10, 2017	Feb. 20, 2017	Jan. 3, 2017
<input type="checkbox"/> 118	June 2017.....	April 10, 2017	April 21, 2017	Mar. 3, 2017
<input type="checkbox"/> 119	August 2017	June 9, 2017	June 19, 2017.....	May 1, 2017
<input type="checkbox"/> 120	October 2017	Aug. 10, 2017	Aug. 21, 2017.....	July 5, 2017
<input type="checkbox"/> 121	December 2017.....	Oct. 10, 2017	Oct. 20, 2017	Sept. 5, 2017
<input type="checkbox"/> 122	February 2018.....	Dec. 8, 2017	Dec. 20, 2017	Nov. 1, 2017
<input type="checkbox"/> 123	April 2018	Feb. 9, 2018.....	Feb. 19, 2018	Jan. 2, 2018
<input type="checkbox"/> 124	June 2018.....	April 9, 2018	April 20, 2018	Mar. 2, 2018
<input type="checkbox"/> 125	August 2018.....	June 8, 2018.....	June 18, 2018	May 1, 2018
<input type="checkbox"/> 120	October 2018	Aug. 10, 2018	Aug. 21, 2018.....	July 5, 2018
<input type="checkbox"/> 121	December 2018.....	Oct. 10, 2018	Oct. 19, 2018.....	Sept. 4, 2018

Red Issues: **BONUS distribution at Quilt Market**

FABSHOP NEWS ADVERTISER INFORMATION

PLEASE PRINT CLEARLY

Name _____

Company _____

Address _____

City _____

State _____ Zip _____

Phone _____ Fax _____

Email _____

Ad Agency Contact Information: _____

AD INSERTION COST

\$ _____ Total from selection above

\$ _____ Add \$30 for camera ready art

\$ _____ Add \$15 for art scan or \$40 for cover scan

\$ _____ TOTAL DUE

Payment: Check Bill Me
 Visa MasterCard

Credit Card # _____

Card Exp. date _____ CCV# _____

Signature: _____

AGREEMENT

I agree to the terms and provisions stated on page 8 of FabShop Media Kit, and certify that all information, artwork, and photographs provided by me are unencumbered by copyright(s), both U.S. and foreign.

Authorized Signature _____

Title _____ Date _____

Rate Card 2017A

terms & provisions



Advertising Terms & Provisions for FabShop News Magazine

- A. Rate Card #2017–A effective January 1, 2017.
- B. Positioning of advertisements is at the discretion of the publisher. Requested positions are guaranteed only as space permits and when accompanied by a 10% preferred positioning premium on the gross insertion rate.
- C. Cancellations/changes will not be accepted by the publisher after the published closing date.
- D. Cancellations prior to closing date must be in writing and are not considered accepted until confirmed in writing by the publisher. 50% cancellation penalty will be applied to the remaining contract.
- E. Front cover, left-center spread, and back covers are non-cancellable at all times.
- F. All payments are nonrefundable.
- G. Prepayment is required for all first-time advertisers. Thereafter, the advertiser can set up an account with *FabShop News* (FSN).
- H. Unless otherwise indicated, all payments are due upon receipt of invoice. Payments received later than thirty (30) days after invoice shall be subject to annual interest at the rate of 18% or the highest permitted by state law.
- I. Advertiser is ultimately responsible and liable for payment for advertising placed by agency in the event the agency defaults payment to the publisher.
- J. There is a \$35.00 charge for any check returned for nonpayment.
- K. If any account becomes delinquent and is sent to a collection agency or attorney, or becomes the subject of litigation, advertiser is liable for the payments due, interest charges, and the cost and expenses of collections, attorneys fees, and litigation.
- L. Advertiser and advertising agency assume liability for all content of advertisements printed and for any claims arising therefrom made against the publisher.
- M. Publisher shall not be liable for any failure to print, publish, or circulate all or any portion of an issue in which an advertisement accepted by the publisher is contained if such failure is due to acts of God, strikes, accidents, or other circumstances beyond the publisher's control.
- N. In consideration of publication of an advertisement, the advertiser and agency, jointly and severally, will indemnify and hold harmless the magazine, its officers, agents, and employees against expenses (including legal fees) and losses resulting from publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringement, or plagiarism.
- O. No conditions, printed or otherwise, appearing on the contract, order, or copy instructions that conflict with the publisher's policies will be binding on the publisher.
- P. All oral instructions regarding contract or insertion must be followed up in writing.
- Q. Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error. Publication is made and charged for at the rates in effect at the time of publication without further notice.
- R. Cancellation of space contract by the advertiser or its agency forfeits the right to position protection and/or the contract rate. The rate on past and subsequent insertions will be adjusted to conform with the actual space used at current rates.
- S. The forwarding of an order is construed as an acceptance of all rates and conditions under which advertising is at the time sold.
- T. Publisher reserves the right to decline advertising that does not meet with the publisher's approval.
- U. Upon written request, the publisher will attempt to return all ad materials sent in by the advertiser (props, models, product, etc.) to the advertiser, but shall not be held liable for damaged, lost, or unreturned goods.
- V. All ad files executed by the publisher at no charge remains the property of the publisher.

DESIGN

graphic

targeted comprehensive creative design solutions

Let our design department create it for you. Call today!

- logo design
- print ads
- web ads
- web graphics
- social media graphics
- marketing materials
- e-news graphics
- business cards
- brochures
- posters
- flyers
- signage
- postcards
- billboards
- promotional items
- banners



trade magazine ads



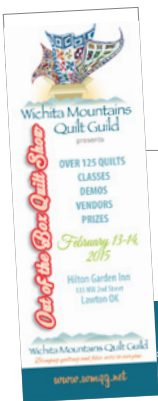
trade/retail magazine ads



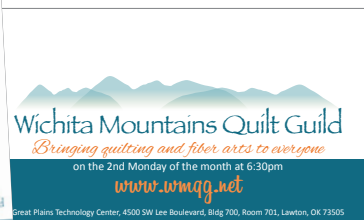
shop re-branding logo design



movie theater ads



event bookmarks



event business card



social media graphics



online ads



e-news header & footer



marketing materials - postcards



web badges/buttons/banners

email marketing

Your leaderboard ad here



LOCAL QUILT SHOP DAY quiltshopday.com
Come join the fun!

COLOR STORY

When we first started working on the theme for the 2015 Local Quilt Shop Day, all it took was one picture: a fabulous selection of vibrant and coordinating colors! We took a base set of four colors and created a harmonious color palette. This palette was then used to create all of our website and marketing materials for the event.

We encourage you to take this palette and contribute to tell the story. Create your own COLOR STORY (name and identify fabric collections to each of the four color palettes, list them in your retail merchandising for all your activities and events that coincide with local Quilt Shop Day, using your color story, create visual appeal with displays that integrate merchandise from all over your store.



be inspired!

[Click here to Download PDF](#)

Become a Participating Shop >

www.fabshopnet.com
The fabric shop network
The Fabric Shop Network, Inc.
The State Association for Independent Quilt and Fabric Retailers
PO Box 820173 Vancouver, WA 98682-0003
(503) 666-2392
www.fabshopnet.com

Share with a colleague
You are currently subscribed as:
[Click here to unsubscribe](#)
[Click here to update your subscription](#)

2015 Copyright. All rights reserved.
This message is a paid advertisement.

Feature your leaderboard ad at the top of our regular Membership emails.

eNewsletter Leaderboard Ad

Feature your ad at the top of our regular Membership emails and create top-of-mind awareness for your business. FabShop Members are fabric and quilt shopowners looking for the latest and greatest merchandise to carry in their brick-and-mortar and online shops.

AD SIZE (pixels)	FILE TYPES	1x per month	2x per month	3x per month	4x per month
Leaderboard 728 x 90px	GIF or JPG	\$550	\$500	\$450	\$400

Special Offer Email Marketing


Create an exclusive “Special Offer to FabShop Members” and partner with FabShop to send an eBlast to shopowners worldwide! Get dedicated attention with an exclusive email feature to shopowners worldwide.

AD SIZE (pixels)	FILE TYPES	1x	3x	6x
HTML 750px wide	HTML	\$950 ea	\$900 ea	\$850 ea

Get the attention of shopowners worldwide!

Having trouble viewing this email? [Click here.](#) Follow us on: [f](#) [t](#) [p](#)

A Special Message from a FabShop Advertiser



BECOME A COTTON COUTURE PREMIER RETAILER
When you order 20 bolts or more!

- Free Shipping
- Free Color Card
- Exclusive Cotton Couture projects
- Cotton Couture trunk show
- Private monthly sales
- Listed as a Cotton Couture Resource on cottoncaturesolids.com

the very best. cottoncaturesolids.com
michaelmillerfabrics.com

p. 212.704.0774 | f. 212.633.0272 | info@michaelmillerfabrics.com | michaelmillerfabrics.com

www.fabshopnet.com
The fabric shop network
The Fabric Shop Network, Inc.
The State Association for Independent Quilt and Fabric Retailers
PO Box 820173 Vancouver, WA 98682-0003
(503) 666-2392
www.fabshopnet.com

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[Click here to unsubscribe](#)
[Click here to update your subscription](#)

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This message is a paid advertisement.

Ads on *fabshopnet.com*

Rotating Leaderboard, Banner, and Sidebar Ads

Run-of-site rotating ads help you gain awareness, promote news and specials, and drive traffic to your site. These opportunities connect your products with our shopowner members as they visit FabShop's Web presence —where they come for the latest and greatest industry information.

fabshopnet.com is the portal to all of FabShop's resources. It's a hub for our members-only area, blogs, worldwide events, magazines, education, and more. All of FabShop's Member communications connect shopowners with this URL, making it a great value to reach them all effectively.

*Connect your products with shopowners
as they visit *fabshopnet.com*.*



AD SIZES (pixels)	FILE TYPES*	MAX FILE SIZE	ONE MONTH	THREE MONTHS	SIX MONTHS
Leaderboard Ad 728 x 90px	GIF or JPG	50k	\$150	\$350	\$550
Banner Ad 468 x 60px	GIF or JPG	30k	\$100	\$225	\$400
Sidebar Ad 150 x 300px	GIF or JPG	30k	\$150	\$350	\$550
Sidebar Ad 150 x 150px	GIF or JPG	30k	\$100	\$225	\$400

* Note: Flash files are not supported at this time.

“It's the place to be seen when advertising to the trade!”

— Kathy Miller
Michael Miller Fabrics

FabShop News is read from cover to cover by its readers. They save EVERY ISSUE!

The screenshot shows the FabShop News website with several ad placements highlighted. At the top, there are boxes for a Leaderboard Ad (728 x 90 px) and a Banner Ad (468 x 60 px). On the right side, there are two Sidebar Ad positions: one for 150 x 300 px and another for 150 x 150 px. The main content area includes a navigation menu, a sidebar with links like 'Home', 'Order Form', and 'Become a Member', and a central section for 'Advertising Opportunities' and 'FabShop News' featuring a '2017 - Download FabShop News Reservation Form' and a '2017 Schedule' table.

Issue	Publish / Mail Dates	Reservation Deadline	Ad Materials Due	Editorial Due
116	February 2017	Dec. 9, 2016	Dec. 20, 2016	Nov. 1, 2016
117	April 2017**	Feb. 10, 2017	Feb. 20, 2017	Jan. 3, 2017
118	June 2017	April 10, 2017	April 21, 2017	Mar. 3, 2017
119	August 2017	June 9, 2017	June 19, 2017	May 1, 2017
120	October	Aug. 10, 2017	Aug. 21, 2017	July 5, 2017

advertising online

webcentismagazine.com



Why advertise with webcentismagazine.com

- ❖ Put your company's name in the spotlight!
- ❖ Reach a highly targeted market
- ❖ Make a real impact on your prospective customers
- ❖ The best value for your marketing dollar, providing optimal effectiveness
- ❖ Ads are rapidly put into circulation giving you a competitive advantage

Promote your company on webcentismagazine.com, the business resource for creative retailers, for the latest information and what's trending in Web retailing, business and social media.

Find great articles and training on:

- ❖ Trends
- ❖ Mobile Commerce
- ❖ Marketing
- ❖ Technology
- ❖ Training
- ❖ Track
- ❖ e-Commerce
- ❖ Resources

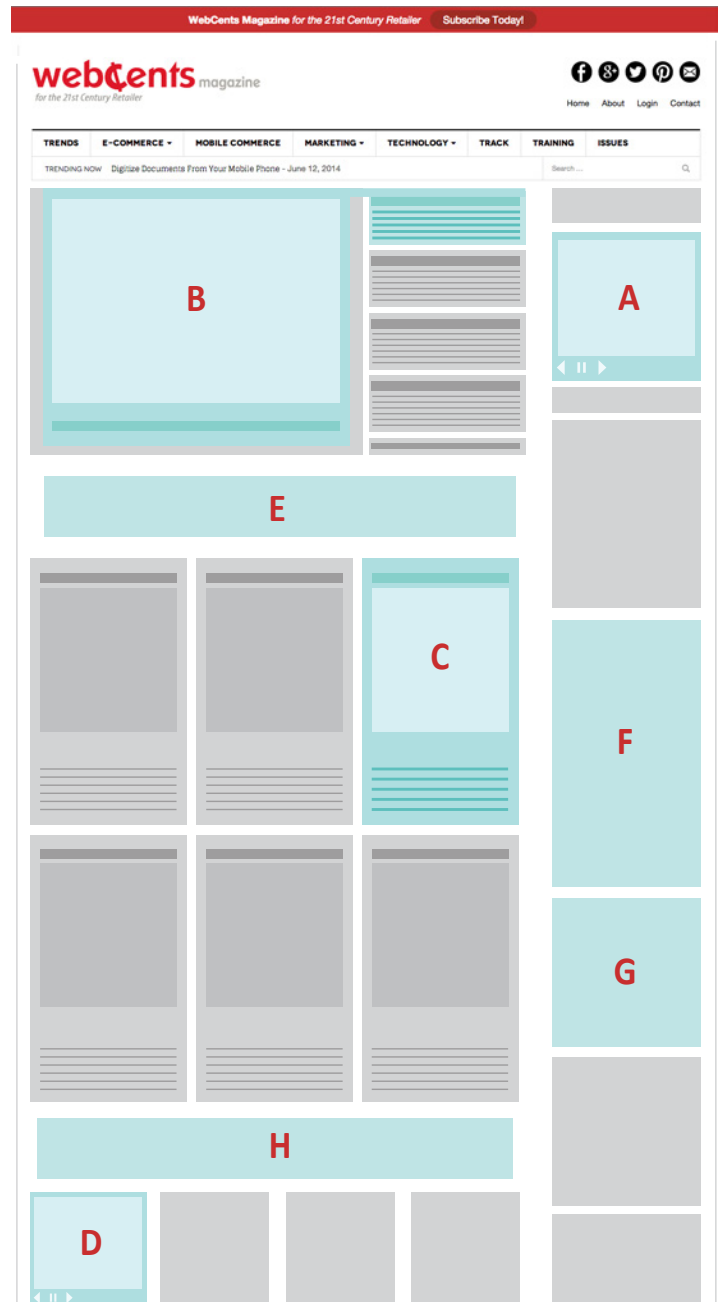
1 Month

- A Video Spotlight \$500
- B Slider Spotlight \$750
- C Sponsor Post \$650
- D Video Ad \$400

1 Month 3 Months 6 Months

- E Leaderboard \$150 \$350 \$550
(728 x 90)
Above the fold. Max file size - 50k maximum, GIF, JPG, or PNG
- F Sidebar – tall \$150 \$350 \$550
(225 x 450)
Max file size - 50k maximum, GIF, JPG, or PNG
- G Sidebar – square \$100 \$225 \$400
(225 x 225)
Max file size - 30k maximum, GIF, JPG, or PNG
- H Leaderboard \$100 \$225 \$400
(728 x 90)
Below the fold. Max file size - 50k maximum, GIF, JPG, or PNG

Animated GIF - max of 3 loops and 7 seconds



FabShop Online

Advertising Reservation Contract

fabshopnet.com

	1 Month	3 Months	6 Months
Leaderboard (728 x 90px).....	<input type="checkbox"/> \$150	<input type="checkbox"/> \$350	<input type="checkbox"/> \$550
Banner (468 x 60px).....	<input type="checkbox"/> \$100	<input type="checkbox"/> \$225	<input type="checkbox"/> \$400
Sidebar (150 x 300px)	<input type="checkbox"/> \$150	<input type="checkbox"/> \$350	<input type="checkbox"/> \$550
Sidebar (150 x 150px)	<input type="checkbox"/> \$100	<input type="checkbox"/> \$225	<input type="checkbox"/> \$400

File Type: GIF or JPG only. See file requirements on page 11

webcentismagazine.com

	1 Month	3 Months	6 Months
A Video Spotlight.....	<input type="checkbox"/> \$500		
B Slider Spotlight.....	<input type="checkbox"/> \$750		
C Sponsor Post.....	<input type="checkbox"/> \$650		
D Video Ad.....	<input type="checkbox"/> \$400		
E Leaderboard (728 x 90).....	<input type="checkbox"/> \$150	<input type="checkbox"/> \$350	<input type="checkbox"/> \$550
Above the fold			
F Sidebar - tall (225 x 450).....	<input type="checkbox"/> \$150	<input type="checkbox"/> \$350	<input type="checkbox"/> \$550
G Sidebar - square (225 x 225).....	<input type="checkbox"/> \$100	<input type="checkbox"/> \$225	<input type="checkbox"/> \$400
H Leaderboard (728 x 90).....	<input type="checkbox"/> \$100	<input type="checkbox"/> \$225	<input type="checkbox"/> \$400
Below the fold			

File Type: GIF or JPG only. See file requirements on page 12

Special Offer Email Marketing

	1 x	3 x	6 x
FabShop Special Dedicated eBlast.....	<input type="checkbox"/> \$950 ea	<input type="checkbox"/> \$900 ea	<input type="checkbox"/> \$850 ea

Provide HTML file with all links directed back to your server

FabShop eNewsletter Advertising

	1 x	3 x	6 x
FabShop E-Newsletter Leaderboard Ad.....	<input type="checkbox"/> \$550 ea	<input type="checkbox"/> \$500 ea	<input type="checkbox"/> \$400 ea

Provide HTML file with all links directed back to your server

Return this reservation contract to:

The Fabric Shop Network, Inc.
P.O. Box 820128, Vancouver WA 98682-0003
(360) 666-2863 fax
laurie.harsh@fabshopnet.com

FABSHOP NEWS ADVERTISER INFORMATION

PLEASE PRINT CLEARLY

Name _____

Company _____

Address _____

City _____

State _____ Zip _____

Phone _____ Fax _____

Email _____

Ad Agency Contact Information: _____

AD INSERTION COST

\$ _____ fabshopnet.com \$ _____ FabShop Special Dedicated eBlast

\$ _____ webcentismagazine.com \$ _____ FabShop eNewsletter Advertising

\$ _____ TOTAL DUE Payment: Check Bill Me Visa MasterCard

Credit Card # _____

Card Exp. date _____ CCV# _____

Signature: _____

AGREEMENT

I agree to the terms and provisions stated on page 8 of FabShop Media Kit, and certify that all information, artwork, and photographs provided by me are unencumbered by copyright(s), both U.S. and foreign.

Authorized Signature

Title Date

sponsorship

Showcase your company's products and support of the independent fabric retailing community by sponsoring these trade and consumer programs.

fabshophop.com

The FabShop Hop™—the first online shop hop—has been the premier online shop hop for quilters and sewers, inspiring them to hop and shop online at independent stores for fabric, books, notions, and all other quilting and sewing supplies.

This proven online promotion attracts thousands of shoppers to our members online shops, increasing their website's traffic, exposure, and sales.



“ Approximately 65% of our website traffic comes from FabShop Hops, and revenue from these hoppers accounts for 70-75% of our online revenue! FabShop Hops are extremely significant for our business. It's the best program ever! ”

— Marsha Doyenne, Fabric Essentials

Your donation of \$500 retail value could be fabric, sergers, sewing machines, quilting machines, cabinets, pressing equipment, or quilting/sewing cruises.

As the Grand Prize Sponsor you receive the following:

- ❖ Listing in related advertising and social media
- ❖ Leaderboard ad on fabshophop.com
- ❖ Your logo on the Grand Prize sponsor page: grandprizesponsors.asp for the month sponsored
- ❖ Your company will be mentioned in the weekly FabShop Hop eNews along with a link to your website



FabShop's Quilt Market Kickoff Dinner

Twice each year, FabShop hosts a popular Members-only dinner celebration for a fee before Spring and Fall Quilt Market. Premier dinner sponsors are thanked with demo tables, dinner tickets, a dedicated pre-Market eNewsletter to shopowners worldwide, exposure in our Market wrap-up report, and on-stage mentions during the celebration. We also highlight Door Prize Sponsors and Table Sponsors.



Sponsorship opportunities include: premier sponsorship, door prizes, table sponsors, and centerpiece sponsors.

To sponsor a program or to find out more, please contact us at:
(360) 666-2392 or info@fabshopnet.com

Fabric Shoppers Unite

Unite with a worldwide network of independent quilt and fabric shops, that have joined forces to promote shopping independents. Show your support, share the message, and become a campaign sponsor! Go to fabricshoppersunite.com where shoppers and shop owners go to make a difference, get the latest industry news, find a new favorite quilt shop, and support the cause. We welcome the opportunity to discuss how your company can get involved. Call us today!

Support
Your Local Quilt Shop
It's all about the experience... **Visit Today!**

fabricshoppersunite.com

FabShop Worldwide Events

FabShop hosts three annual Worldwide Events: Local Quilt Shop Day, Worldwide Quilting Day, and I Love Fabric Days. Participating shops use the events to attract new customers, grow their sales, and encourage customers to shop locally. *Sponsorship opportunities include: giveaways to participating shops in each event, plus more.* Call us today!

quiltshopday.com **worldwidequiltingday.com** **ilovefabricdays.com**

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