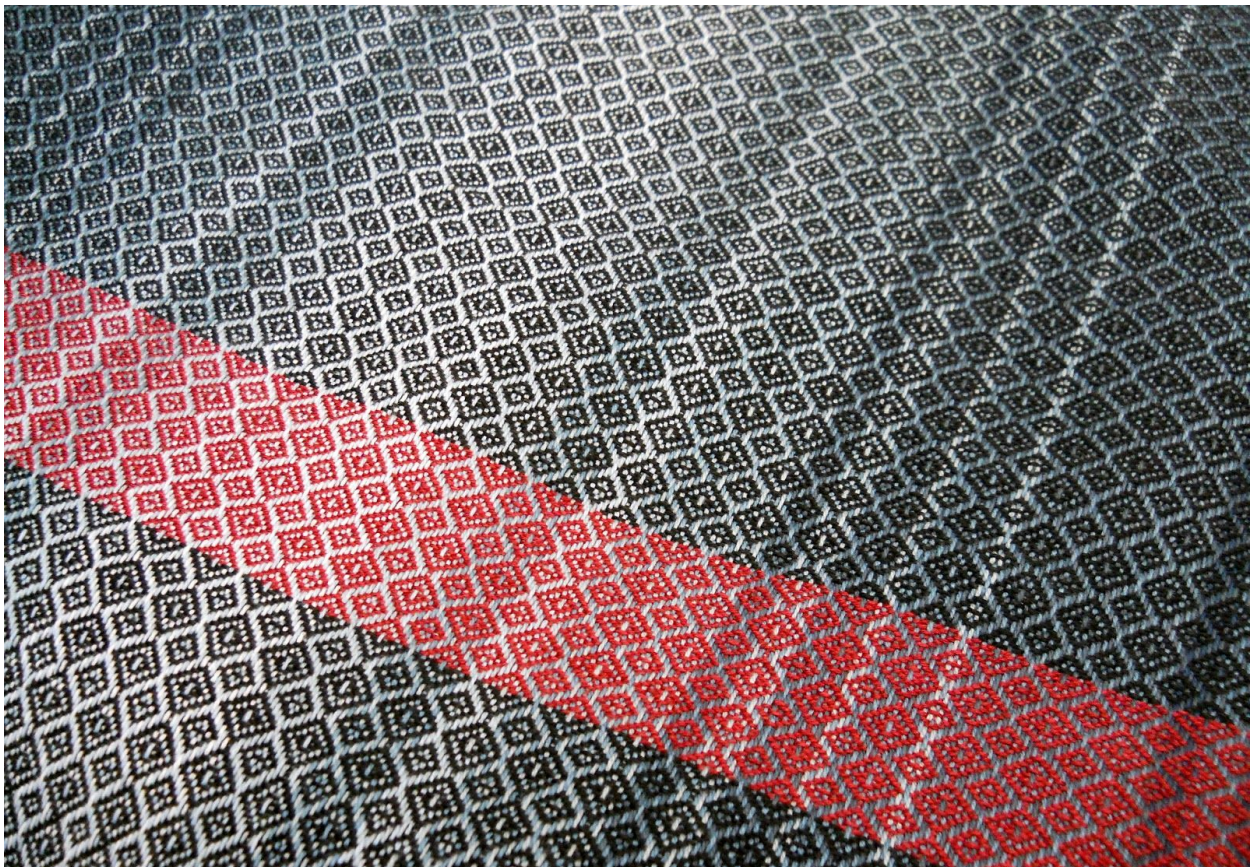


The Weavers Guild of Minnesota

Preserving and advancing the arts of weaving, spinning, and dyeing since 1940.

E-NEWSLETTER ADVERTISING RATE SHEET



Introduction

Since its founding in 1940 by six women, including Hilma Berglund, the Weavers Guild of Minnesota (“WGM”) has established itself as a nationally-recognized resource for the arts of weaving, spinning, and dyeing. WGM offers over 150 classes and events year round, serving nearly 700 new and experienced fiber artists each year. It was the catalyst in the formation of the Textile Center, where WGM currently maintains classroom, retail, and library space. WGM is a registered 501(c) arts non-profit organization.

WGM AD OVERVIEW

- **The high quality “the DRAFT” member newsletter is published biweekly**
 - **Distributed to 600 WGM members**
 - **Very high open rate: 60% open rate (versus the arts/non profit industry standard of 20%).**
- **WGM monthly newsletter is distributed on alternate Fridays**
 - **7,000 viewers**
 - **Very high open rate: 40% open rate**
- **Each edition covers a wide range of issues of interest to artists, makers, fiber enthusiasts, weavers, spinners, dyers.**
- **More audience demographic information is available in the WGM presskit located here: <http://www.weaversguildmn.org/about-us/press-kit>**
- **WGM’s estimated total audience size is estimated at 1 million annually**

WGM AD BENEFITS

- **Distributed to all WGM members (600+) and entire mail list (7,000+)**
- **All ads are hyperlinked to each sponsor’s website**
- **Its attractive design and digital format allow for full colour**
- **Your fee supports our non profit cause**

WGM AD RATES & SIZE

- **Frequency: ads will run monthly (three times per month total).**
- **Size:**
 - **640 (width) x 500 (height)**
 - **Accepted file format: JPEG/JPG**
 - **Resolution: minimum - 72 dpi, maximum - 150 dpi**
 - **It is the responsibility of the advertiser to ensure ad material will be readable on screen, not WGM.**
- **Copy/text: Up to 2 sentences is permitted under the ad**
- **Hyperlinked to the website/page of your choice, if applicable**
- **Rates: \$249 per month***
 - ***Current WGM members receive a 15% discount**
 - **\$211/per month for current WGM members**
- **Content: can not violate any of WGM’s policies and is subject to approval**
- **Ads will not be placed until payment is received.**

Ad (Desktop view)

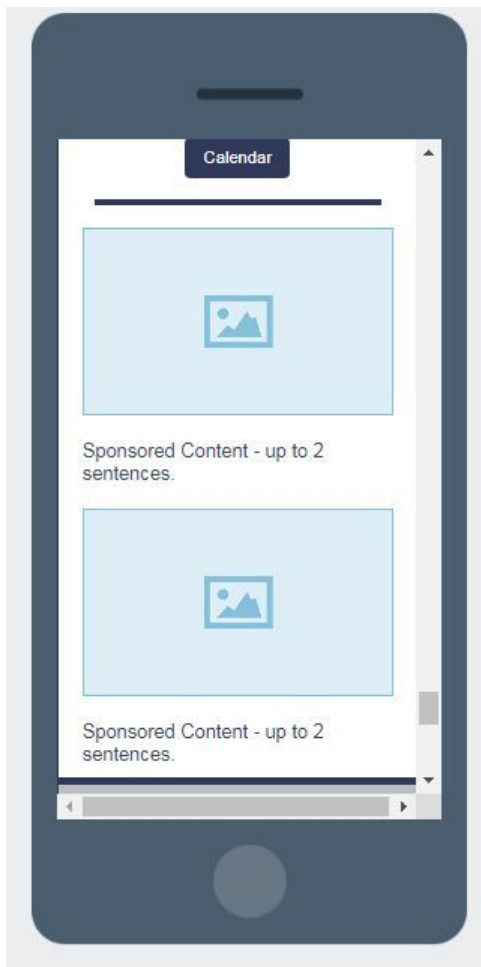


Sponsored Content - up to 2 sentences.



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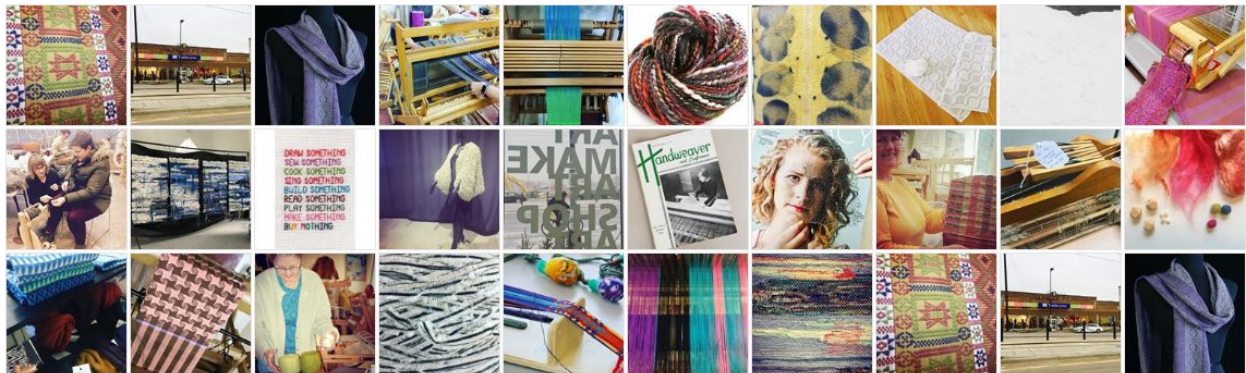
Ad (Mobile view)



WGM AD SUBMISSION DEADLINES & INSTRUCTIONS

- **30 days notice is required: Ex. if you want your ad to run for the month of May, please submit by April 1**
- **Advertising should be emailed to marketing@weaversguildmn.org**

Effective: August 1, 2017. Any previous advertising offers are invalid. Placement of an ad is at the discretion of WGM.



**Weavers
Guild of
Minnesota**

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**Located in the Textile Center
3000 University Ave, SE. #110
Minneapolis, MN 55414
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info@weaversguildmn.org
www.weaversguildmn.org**