



Stained Glass

QUARTERLY MAGAZINE | 2024 MEDIA KIT



About the Stained Glass Quarterly

2024 STAINED GLASS QUARTERLY MEDIA KIT

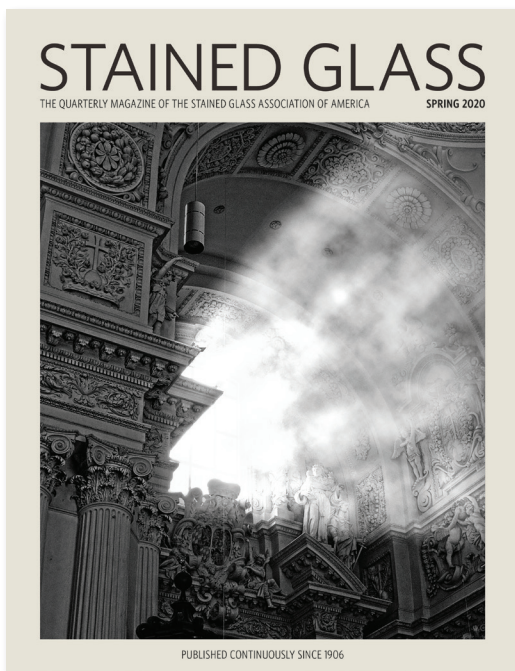
PUBLISHED BY THE STAINED GLASS ASSOCIATION OF AMERICA SINCE 1906

Published continuously for more than a century, the Stained Glass Quarterly is the trusted voice of the stained and architectural glass industry, and a priceless resource for those who are passionate about the creation, preservation, and understanding of beautiful works in glass.

OUR AUDIENCE

The majority of our subscribers own, manage, or are employed by major architectural stained glass studios. Our readership also includes hobbyists, conservators, preservationists, students, architects, and consultants, all seeking industry information and the latest in product development. With a mailing list that includes all 50 states and a dozen countries, the Stained Glass Quarterly is your doorway to the international art glass community.

The Quarterly is mailed to a quickly growing list of 1,600 subscribers currently, and is sold at art and history museums, historic sites, supply stores, larger glass studios, and architecture firms. We also have plenty of copies on hand at the major trade shows, which average thousands of attendees each year.



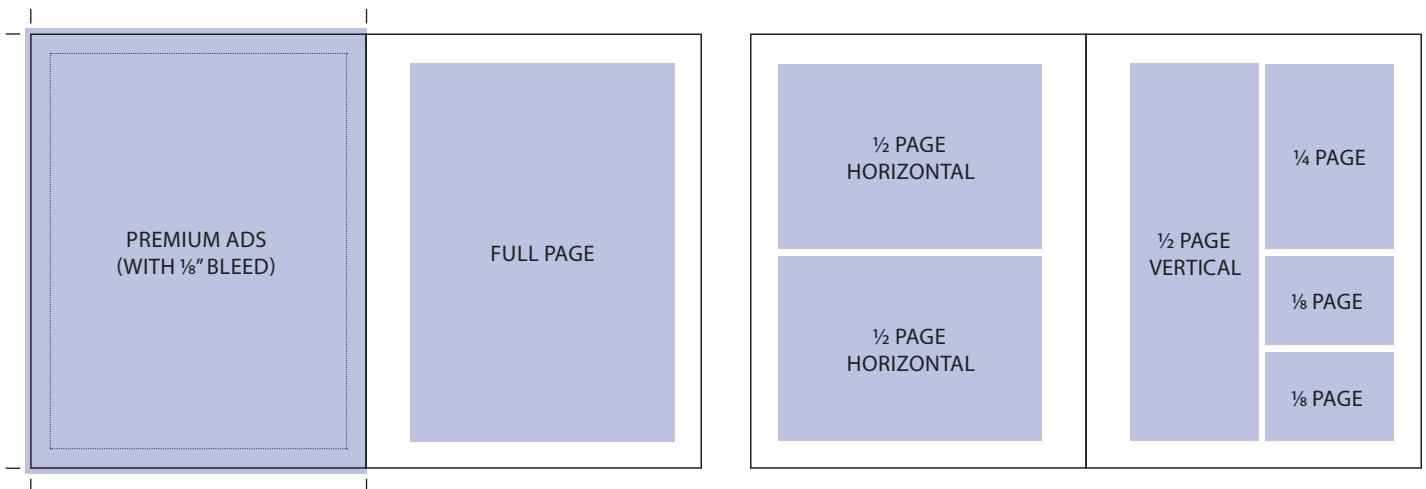
Stained Glass of Emanuel Vigeland

Norway witnessed extraordinary artistic production in the early 20th century, in part spurred by the movement toward independence, achieved in 1905. The multifaceted Emanuel Vigeland (1879-1948) excelled in the construction of formal imagery attendant to architectural functions, including the design of stained glass windows, murals, and mosaics. His work is characterized by a strong sense of narrative and a deep understanding of the human condition. Vigeland's work is a testament to the power of art to transcend time and space, and to the enduring legacy of the stained glass industry.



Rates & Specifications

2024 STAINED GLASS QUARTERLY MEDIA KIT



ADVERTISING RATES

STANDARD ADS	1X CONTRACT	4X CONTRACT*
Full page	\$1215	\$970
½ page horizontal	\$730	\$585
½ page vertical	\$730	\$585
¼ page	\$460	\$405
⅛ page	\$220	\$155

* Standard 4x contracts are automatically renewed

PREMIUM ADS	2X CONTRACT	4X CONTRACT
Inside back cover	\$1890	\$1695
Inside front cover †	\$2052	\$1730
Inside first page †	\$1730	\$1585

† Under contract at this time, contact for future availability

STANDARD AD SIZES

UNIT SIZE	AD SIZE (INCHES)
Full page	6.6875 x 9.5625
½ page horizontal	6.6875 x 4.6875
½ page vertical	3.25 x 9.5625
¼ page	3.25 x 4.6875
⅛ page	3.25 x 2.25

PREMIUM AD SIZES

UNIT SIZE	AD SIZE (INCHES)	WITH BLEED
Inside front	8.5 x 11	8.75 x 11.25
Inside back	8.5 x 11	8.75 x 11.25
First page	8.5 x 11	8.75 x 11.25

AD DESIGN

Your ad can be created in one of three ways:

1. You or your graphic designer can build and submit your ad according to the specifications listed above.
2. If you don't have a designer, we'd be happy to create your ad for a one-time set-up fee of \$375 and supply you with the file for use in other publications.
3. If you opt for a two-year advertising contract, our design professionals will create one ad for use during the duration of your contract at no charge.

AD SPECIFICATIONS & SUBMISSION

File type: PDF or JPEG at size (full page premium ads to include ⅛" bleed)

Color space: CMYK

Compression: High-quality print (300 dpi)

Submission: Advertisements may be sent to the Stained Glass Quarterly at info@stainedglass.org

Editorial Calendar

2024 STAINED GLASS QUARTERLY MEDIA KIT



DEADLINES & CIRCULATION

ISSUE DATE	EDITORIAL DEADLINE	ARTWORK / MATERIAL DUE DATE	CIRCULATION DATE
Spring 2024 Vol. 119 No. 1	March 15, 2024	March 15, 2024	May 2024
Summer 2024 Vol. 119 No. 2	May 15, 2024	May 15, 2024	July 2024
Fall 2024 Vol. 119 No. 3	August 15, 2024	August 15, 2024	October 2024
Winter 2024 Vol. 119 No. 4	November 15, 2024	November 15, 2024	January 2025

A NEW LOOK!

In 2019, the Stained Glass Quarterly underwent a professional re-design based on feedback we've heard from readers and advertisers throughout the years. The fresh and innovative layout features a refreshed cover design, larger and more plentiful photos, easier to read type, and more streamlined ad offerings designed to draw more attention to the advertisers who support this publication.

We're excited about this new and improved opportunity to bring our growing audience more of the insightful, interesting, and informative art glass news they've come to expect from us, and hope you are, too!

Ready to advertise with us? Fill out the attached advertising contract and send it over to info@stainedglass.org to get started.

Advertising Contract

2024 STAINED GLASS QUARTERLY MEDIA KIT



ADVERTISER INFORMATION

Company _____

Contact name _____

Address _____

Email _____

Phone _____

URL _____

ADVERTISER agrees to purchase advertising space as marked in the Stained Glass Quarterly:

AD SIZE	FREQUENCY		ISSUE
<input type="checkbox"/> Full page	<input type="checkbox"/> 1x (\$1215 each)	<input type="checkbox"/> 4x (\$900 each)	<input type="checkbox"/> Spring 2024
<input type="checkbox"/> ½ page	<input type="checkbox"/> 1x (\$730 each)	<input type="checkbox"/> 4x (\$585 each)	<input type="checkbox"/> Summer 2024
<input type="checkbox"/> ¼ page	<input type="checkbox"/> 1x (\$460 each)	<input type="checkbox"/> 4x (\$305 each)	<input type="checkbox"/> Fall 2024
<input type="checkbox"/> ⅛ page	<input type="checkbox"/> 1x (\$220 each)	<input type="checkbox"/> 4x (\$155 each)	<input type="checkbox"/> Winter 2024

■ Premium ad (under contract at this time, contact for future availability)

EXTENDED CONTRACT

If you opt for a two-year advertising contract, our design professionals will create one ad for use during the duration of your contract at no charge. Extending your contract to two years locks in advertisement pricing through 2026.

- Opt in for 2 years with custom ad design.
- Opt in for 2 years using my provided design.

INSERTION

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

- Repeat ad throughout extent of contract unless otherwise notified.
- See ad rotation schedule or special instructions indicated below.

- Contact before each issue.

CONTACT NAME _____ PHONE _____ EMAIL _____

Advertising Contract



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 AD REQUIREMENTS

Signing of this contract is acknowledgement by ADVERTISER of receipt of the current deadlines and ad specifications as noted in this media kit. 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 or specify cover placement (when available, full page only).

PUBLISHER shall grant ADVERTISER the frequency discount rate applicable to the changed ad size.

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 media kit.

ACCEPTED FOR ADVERTISER

_____ Company Representative/Title

_____ Authorized Signature/Date

ACCEPTED FOR PUBLISHER

_____ Executive Director

_____ Authorized Signature/Date