



The *NewsRelease* is the official newsletter of the Junior League of Charlotte. The mission of the *NewsRelease* is to inform, inspire, and support the women of the Junior League of Charlotte, Inc. It is published via email in an interactive format called *iFlip* by Belk Printing Technologies/TouchONE.

To see an example of *iFlip* - check out this link:

<http://www.belkprinting.com/iFlip/Goodwill/index.html>

When you advertise in the *NewsRelease*, you will reach thousands of households, including those of Junior League members who constitute a diverse group of women mostly between the ages of 25-54. You will have the ability to lead members of the League straight to your website or email at a touch of a button!

Distribution per Issue: Over 2,500, including League members, sustainers, area Leagues within our region, and national Leagues with membership exceeding 400 members.

Publication Dates: The *NewsRelease* is published four (4) times a year. The target dates for publication are:

March, May, August, and November

Ad Formats: All ads submitted must be camera-ready or in digital format, flattened digital file, PDF, EPS, or TIF files and at least 300 dpi.

Ad Sizes and Pricing:

iFLIP PROMO PRICING * SPECIAL RATES ***
(Includes a link to your website or email)**

Rates and Ad Sizes			
Ad Size	Dimensions	Single Issue Pricing	March and May Issue
Quarter Page Vertical	3 1/2" x 5"	\$90	\$125 (\$180 Value!)
Business Card Vertical	2" x 3 1/2"	\$65	\$110 (\$130 Value!)
Business Card Horizontal	3 1/2" x 2"	\$65	\$110 (\$130 Value!)

(1.5% per-month finance charge will be applied to balances not paid within 30 days of invoicing.)

For additional information:

Email carolinerooks@gmail.com or Caroline Rooks 704-458-9002

Quarter Page Vertical

3 ½" x 5"

Business Card Vertical

2" x 3 ½"

Business Card Horizontal

3 ½" x 2"