



The *NewsRelease*, the official newsletter of the Junior League of Charlotte, is a monthly newsletter that is emailed and published online to all JLC members and partners. 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. In addition, the NewsRelease is mailed to larger Junior Leagues and Leagues in Area III.

Distribution per Issue: Over 2,300, including League members, sustainers, area Leagues within our region, and national Leagues with membership exceeding 400 members.

Publication Dates: The *NewsRelease* is published five (5) times a year. The target dates for mailing are:

- August/September 2009 Issue:* Publish Date: August 21
- October/November 2009 Issue:* Publish Date: October 16
- December 2009/January 2010 Issue:* Publish Date: December 11
- February/March 2010 Issue:* Publish Date: February 19
- April/May 2010 Issue:* Publish Date: May 16

Please allow two weeks from the publish date for delivery via US Postal Service.

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. All ads are published in black-and-white.

Ad Sizes and Pricing:

Current Special: Place ad in two issues, receive third issue FREE!

Ad Size	Dimensions	Rates and Ad Sizes		
		Single Issue Pricing	3 Issue Pricing	5 Issue Pricing
Quarter Page Vertical	3 ½" x 5"	\$150	\$300 (\$450 Value!)	\$600 (\$900 Value!)
Business Card Vertical	2" x 3 ½"	\$75	\$150 (\$225 Value!)	\$300 (\$450 Value!)
Business Card Horizontal	3 ½" x 2"	\$75	\$150 (\$225 Value!)	\$300 (\$450 Value!)

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

For additional information:

Email JLCNewsRelease@yahoo.com or call Dee Bowers 704-302-5551 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"