



Dear Prospective Advertiser:

The Crier is the official publication of the Junior League of Charlotte, Inc. (JLC) and is published 4 times a year. This four-color magazine, with a circulation of 3,300, is distributed to our members, partner organizations and area businesses.

Advertising in **The Crier** allows you to reach a very important demographic for advertisers – women age 25-54 who work and live in the Charlotte area – while supporting the JLC's efforts to improve the lives of children and families in the community.

We hope that you will include **The Crier** in your marketing plan.

Thank you for your support!

Dianne Campbell
2009-2010 Advertising Sales Manager
704.778.8544
jlcrier@yahoo.com

About the JLC:

Since 1926, the Junior League of Charlotte, Inc. (JLC) has been making a difference in the Charlotte community. An organization of women committed to promoting voluntarism, developing the potential of women and improving the community, the JLC annually contributes over \$50,000 to community projects and more than 25,000 volunteer hours to programs that help to improve the mental, dental and physical wellness of children in and around Charlotte. The projects that are supported by the JLC include but are not limited to: Big Shot Saturdays, Alexander Youth Network, Chameleon's Journey, Partnership for Children's Dental Health, and Thompson Child & Family Center. The JLC has also formed a partnership with the Levine Children's Hospital and opened a Family Resource Center in the hospital in October 2007. For more information on the Junior League of Charlotte, call 704.375.5993 or visit the website www.jlcharlotte.org.



2009 – 2010 Advertising Contract

Advertiser: _____
 Agency Representing Advertiser: _____
 Advertiser Contact: _____
 Alternative Contact: _____
 Billing Address: _____
 City: _____ State: _____ Zip: _____
 Street Address (if different from Billing): _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____ Cell: _____
 E-mail Address: _____
 Junior League Affiliation: _____

Rates:

| Ad Size | Approximate Dimensions | B&W | B&W | Color | Color |
|---------------------------------|------------------------|------------|--------------|------------|--------------|
| | | Each Issue | All 4 Issues | Each Issue | All 4 Issues |
| Full Page (special placement) | | \$965 | \$3,500 | \$1,760 | \$6,400 |
| Full Page | | 710 | 2,575 | 1,405 | 5,115 |
| 3/4 Page | 7 1/4" x 7 1/4" | 550 | 1,980 | 1,125 | 4,095 |
| 1/2 Page horizontal or vertical | 7 1/4" x 4 1/2" | 388 | 1,415 | 775 | 2,815 |
| 1/3 Page Square | 4 3/4" x 4 3/4" | 290 | 1,055 | 575 | 2,000 |
| 1/4 Page horizontal or vertical | 4 3/4" x 3 1/2" | 250 | 875 | 480 | 1,740 |
| 1/9 Page vertical | 2 1/4" x 3" | 117 | 415 | 225 | 820 |

Advertiser may add 10% to the appropriate rate to guarantee placement if the space has not been previously reserved.
 5% discount with prepayment in full for all 4 issues.

All ads submitted must be camera ready or in digital format 4-color or grayscale, flattened digital file, PDF, EPS, or TIF file and at least 300 dpi (any less and the quality of your ad will suffer). There will be an extra cost if the ad is not in either format.

Ads must be submitted via e-mail or mail.

By E-mail: jlcrier@yahoo.com

By Mail: Junior League of Charlotte | Attn: The Crier | 1332 Maryland Avenue | Charlotte, NC 28209

Please fill out all lines for each issue that will contain your advertisement. The dates below are subject to change.

Fall Issue: Publication Date 09-18-09

Artwork Deadline - 07-13-09

Ad Size: Full 3/4 1/2 1/3 1/4 1/9 Orientation: Horizontal Vertical
Type: Color B/W Special Placement: _____
New Ad for this issue? Yes No Cost: _____
Notes: _____

Winter Issue: Publication Date 12-18-09

Artwork Deadline - 10-12-09

Ad Size: Full 3/4 1/2 1/3 1/4 1/9 Orientation: Horizontal Vertical
Type: Color B/W Special Placement: _____
New Ad for this issue? Yes No Cost: _____
Notes: _____

Spring Issue: Publication Date 04-16-10

Artwork Deadline - 02-08-10

Ad Size: Full 3/4 1/2 1/3 1/4 1/9 Orientation: Horizontal Vertical
Type: Color B/W Special Placement: _____
New Ad for this issue? Yes No Cost: _____
Notes: _____

Summer Issue: Publication Date 06-18-10

Artwork Deadline - 04-19-10

Ad Size: Full 3/4 1/2 1/3 1/4 1/9 Orientation: Horizontal Vertical
Type: Color B/W Special Placement: _____
New Ad for this issue? Yes No Cost: _____
Notes: _____

Total Issues: _____

Total Ad Cost: _____ Special Placement (Ad Cost * 10%): _____

Prepay or Invoice: _____ Prepay Discount (Ad Cost *5%): _____

When making your payment, please be sure to list the invoice number on your check so that we can credit your account appropriately. Thank you!

The undersigned represents and warrants that such person is duly authorized to enter into this agreement on behalf of the advertiser. Advertiser hereby acknowledges and agrees as follows: Submission of each ad is the responsibility of the advertiser. If new ad is not received by specific deadline, ad will be run as appeared in previous issue. No ads will be returned to the advertiser unless specifically requested by advertiser at time of submission. Advertiser is obligated to pay all sums hereunder. All sums paid by advertiser to Junior League shall be nonrefundable. Advertiser shall be billed upon publication of each issue of THE CRIER unless advertiser had indicated herein that it will prepay all sums due. Prepayments shall be submitted with contract. Cost to advertiser of such prepaid advertising space has been discounted based on Junior League receiving payment prior to publication. If Junior League does not receive such payment, advertiser shall be obligated to pay the full-undiscounted amount. Advertisements in THE CRIER are subject to the review and approval of the Junior League, which approval may be withheld in the Junior League's sole discretion. Advertisements submitted by advertiser shall not contain any matter that is obscene or libelous or that violates any person's right of privacy, infringe any common law or statutory copyrights or otherwise be contrary to law, and shall be accepted and published by the Junior League in reliance upon the same. Advertiser shall indemnify and hold harmless the Junior League from and against any loss, expense or other liability (including without limitation attorneys' fees and costs) resulting from any claims or suits for libel, violation of privacy rights, plagiarism, copyright infringement or any other claims that arise out of the publication of any advertisement of the advertiser. The Junior League assumes no liability for errors in the advertisement or changes to THE CRIER publication schedule or placement of advertisements. Rates shall be payable to The Junior League of Charlotte, Inc. Payment of amounts not prepaid is due within 30 days of invoice date. 1.5% per month finance charge shall be applied to balances not paid within 30 days of invoice date. Advertiser also shall pay the Junior League's costs, including without limitation reasonable attorneys' fees, incurred in collecting balances not paid within 30 days of invoice date.

Advertiser Signature

Date

Mail, fax, or email signed contact to:

Junior League of Charlotte
Attn: Dianne Campbell
The Crier Ad Sales Manager
1332 Maryland Avenue
Charlotte, NC 28209
Phone: (704) 375-5993
Fax: (704) 375-9730
Email: jlcrier@yahoo.com