



Dear Prospective Advertiser:

*The CRIER* is the official publication of the Junior League of Charlotte, Inc. (JLC) and is published four 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. Please note that *The CRIER* advertising rates are now effective for the 2010-2011 League year.

Thank you for your support!

Erin Frye  
2010-2011 Advertising Sales Manager  
(423) 946-3934  
[jlcrier@yahoo.com](mailto:jlcrier@yahoo.com)

**About the JLC:**

The Junior League of Charlotte, Inc. (JLC) is an organization of women committed to promoting voluntarism, developing the potential of women and improving the community. Through its actions and leadership of trained volunteers, the JLC is a leading force in improving the lives of children and its families in this community. The JLC annually contributes over \$50,000 to community projects and over 25,000 volunteer hours. Projects that are supported by the JLC include: Junior League of Charlotte Family Resource Center at Levine Children's Hospital, Kids in Motion, Kids HealthLink, Partnership for Children's Dental Health, Big Shot Saturdays, JLC Puppets and more. For additional information on the Junior League of Charlotte, call (704) 375-5993 or visit [www.jlcharlotte.org](http://www.jlcharlotte.org).



## 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: \_\_\_\_\_

### \*2010 Rates:

Ad Size	Approximate Dimensions	B&W		Color	
		Each Issue	All 4 Issues	Each Issue	All 4 Issues
Full Page (special placement)		\$1065	\$3,850	\$1,940	\$7,040
Full Page		785	2,835	1,550	5,630
3/4 Page	7 1/4" x 7 1/4"	610	2,180	1,240	4,505
1/2 Page horizontal or vertical	7 1/4" x 4 1/2"	430	1,560	855	3,100
1/3 Page Square	4 3/4" x 4 3/4"	320	1,160	635	2,200
1/4 Page horizontal or vertical	4 3/4" x 3 1/2"	275	965	530	1,915
1/9 Page vertical	2 1/4" x 3"	130	460	250	905

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 ([jlcrier@yahoo.com](mailto:jlcrier@yahoo.com)) or mail (Junior League of Charlotte, Attn: *The CRIER*, 1332 Maryland Avenue, Charlotte, NC 28209).

\*2010 rates are effective until December 31. Ads booked in 2010 for multiple issues extending into 2011 will be priced at the 2010 rates.

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

**Fall Issue: Publication Date 09-01-10**

**Artwork Deadline - 06-28-10**

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: \_\_\_\_\_

**Winter Issue: Publication Date 12-01-10**

**Artwork Deadline - 09-20-10**

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: \_\_\_\_\_

**Spring Issue: Publication Date 03-30-11**

**Artwork Deadline - 01-24-11**

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 06-03-11**

**Artwork Deadline - 03-28-11**

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 the JLC 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 the JLC receiving payment prior to publication. If the JLC 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 JLC, which approval may be withheld in the JLC'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 JLC in reliance upon the same. Advertiser shall indemnify and hold harmless the JLC 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 JLC 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 JLC's costs, including without limitation reasonable attorneys' fees, incurred in collecting balances not paid within 30 days of invoice date.

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Advertiser Signature

Date

**Mail, fax, or e-mail signed contact to:**

Junior League of Charlotte  
Attn: Erin Frye  
*The CRIER* Ad Sales Manager  
1332 Maryland Avenue  
Charlotte, NC 28209  
Fax: (704) 375-9730  
E-mail: [jlcrier@yahoo.com](mailto:jlcrier@yahoo.com)  
Cc: [ErinElizabeth85@gmail.com](mailto:ErinElizabeth85@gmail.com)