



**WHY SHOULD YOU ADVERTISE WITH
THE JUNIOR LEAGUE OF
CHARLOTTE?**

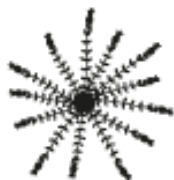
ABOUT JUNIOR LEAGUE

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: Big Shot Saturdays, Family Healthlink, Go Kids Go, Kids in the Kitchen and more. For additional information on the Junior League of Charlotte, call (704) 375-5993 or visit www.jlcharlotte.org.

***The CRIER* is the official publication of the Junior League of Charlotte, Inc. (JLC) and is published four times a year; three times digitally and one time in print. 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 ages 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.

I encourage you to include *The CRIER* advertising opportunity in your marketing plan this year. Please note that *The CRIER* advertising rates are effective for the 2015-2016 League year.



Thank you for your support!

Hannah Travis | Advertising Sales Manager | 704-517-0283 | hannahetravis@gmail.com





2015-2016 Advertising Contract

Advertiser: _____

Street Address (if different from Billing): _____

League Affiliation: _____

*2015-2016 Rates:

Ad Size	Approximate Dimensions	Color	Color
		Each Issue	All 4 Issues
Full Page (special placement)	8 ½" x 11"	\$1,065	\$2,876
Full Page	8 ½" x 11"	785	2,120
1/2 Page horizontal or vertical	7 ¼" x 4 ½"	430	1,161
1/4 Page horizontal or vertical	4 ¾" x 3 ½"	275	743
1/8 Page (business card)	2 ¼" x 3"	130	351

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: CrierAdSales@j1charlotte.org

* 2015-2016 rates are effective until June 30, 2016.



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

Fall Issue (digital): Publication Date 10/15/2015 Artwork Deadline - 09/11/2015

Ad Size:	Full	1/2	1/4	1/8	Orientation:	Horizontal	Vertical
New ad for this issue?	Yes	No			Special Placement:	_____	
Cost:					(Additional 10% of Ad Cost)		
Notes:	_____						

Winter Issue (digital): Publication Date 12/16/2015 Artwork Deadline - 11/02/2015

Ad Size:	Full	1/2	1/4	1/8	Orientation:	Horizontal	Vertical
New ad for this issue?	Yes	No			Special Placement:	_____	
Cost:	_____				(Additional 10% of Ad Cost)		
Notes:	_____						

Spring Issue (digital): Publication Date 3/15/2016 Artwork Deadline - 02/01/2016

Ad Size:	Full	1/2	1/4	1/8	Orientation:	Horizontal	Vertical
New ad for this issue?	Yes	No			Special Placement:	_____	
Cost:	_____				(Additional 10% of Ad Cost)		
Notes:	_____						

Spring Issue (PRINT): Publication Date 5/16/2016 Artwork Deadline - 04/02/2016

Ad Size:	Full	1/2	1/4	1/8	Orientation:	Horizontal	Vertical
New ad for this issue?	Yes	No			Special Placement:	_____	
Cost:	_____				(Additional 10% of Ad Cost)		
Notes:	_____						



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.

Print Name

Print Business Name (if applicable)

Advertiser Signature

Date

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

Junior League of
Charlotte Attn:

AD SALES MANAGER
The CRIER Advertising Sales
Manager 1332 Maryland Avenue
Charlotte, NC 28209
Fax: (704) 375-9730
Email:
CrierAdSales@jlcharlotte.org
CC: hannahtravis@gmail.com

For direct communication,
contact Hannah Travis
at (704) 517-0823 (c)