



JUNIOR LEAGUE
OF GREENVILLE

VISIONS

Official Magazine of The Junior League of Greenville

OUR MISSION

The Junior League of Greenville, Inc. is an organization of women committed to promoting voluntarism, developing the potential of women and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

OUR MAGAZINE

The Junior League of Greenville's signature full color magazine, VISIONS, is published twice per year. VISIONS not only provides a source of news and information for the JLG membership, but it also acts as a tool to inform and update the community on the many events, programs and projects of the JLG. This publication reaches an audience of close to 4,500 readers, including the entire Active and Sustaining Membership, as well as the local businesses that graciously support the JLG.

OUR MEMBERS

Our 1,200 Members range in age from 23-100 with the majority falling between ages 30-39 (23%), 60-69 (20%) and 40-49 (16%).

Our Members primarily reside in the following zip codes; 29605: 25%, 29607: 22%, 29601: 11%, 29615: 9%, 29650/29651 (Greer): 8%, 29609: 7%, and 29680/29681 (Simpsonville): 6%.

Of our Membership, 68% are married and 62% have children.

OUR IMPACT

Throughout the course of our 90-year history in Greenville, we have contributed over \$2.8 million, supported over 300 agencies, helped to start many organizations and provided countless hours of volunteer service to the community.

Today we are a vibrant group of around 1,200 women with diverse backgrounds all passionate about volunteering in the Greenville community to make it a better place to live, while also empowering and developing the potential in women.

Recently, the Junior League revisited our community impact strategy, and we are engaging in initiatives that help women in our community overcome barriers, specifically focusing on Human Trafficking and Economic Mobility. In the 2019-2020 year, we are partnering with four organizations that align with our new community impact strategy: Jasmine Road, SWITCH, Pendleton Place and The Family Effect.



JUNIOR LEAGUE
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VISIONS Magazine
Fall 2019 &
Spring 2020 Media Kit

ADVERTISING RATES

| Size | Single Issue | Dual Issue |
|-----------------------|--------------|------------|
| Inside Front Cover | \$1,200 | \$850 |
| Inside Back Cover | \$1,200 | \$850 |
| Outside Back Cover | \$1,300 | \$950 |
| Full Inside Page | \$775 | \$675 |
| Inside Right 1/2 Page | \$675 | \$575 |
| 1/2 Page | \$575 | \$475 |
| 1/4 Page | \$475 | \$375 |

SPECIFICATIONS AND PRODUCTION INFORMATION

| | | | | |
|--|--|-------------------------------------|-------------------------------------|-------------------------------------|
| <p>Full Page</p> <p>Inside Front Cover Inside Back Cover Full Inside Page</p> | <p>2/3 Page</p> <p>Outside Back Cover</p> | <p>1/2 Page Vert.</p> | <p>1/2 Page Horizontal</p> | <p>1/4 Page</p> |
| <p>8.5"w x 11"h (bleeds preferred)</p> | <p>8.5"w x 8.5"h (bleeds preferred)</p> | <p>3.5"w x 10"h (no bleeds)</p> | <p>7.75"w x 5"h (no bleeds)</p> | <p>3.75"w x 5"h (no bleeds)</p> |

TECHNICAL REQUIREMENTS FOR ADS

Files must be submitted in one of the following formats. Failure to do so will incur additional design charges.

Formats accepted: PDF, JPG, EPS, PSD or TIFF (all fonts embedded). All art images should be 300 dpi at 100% of the size used in the ad. All color ads should be converted to CMYK. If the ad includes bleeds, crop marks must be integrated into artwork (only for Full Page and Cover ad sizes).

All rates and deadlines are based on print ready art. Ad development services are available for your business. Please email for pricing.

All advertisers will be required to sign a written contract setting forth the terms of their agreement with JLG.

We are pleased to offer a 10% discount to all Junior League Members and Non-profit Organizations. Discounts totaling 10% for long term contracts of three years or more are also available.

PUBLISHING SCHEDULE

| Issue | Space Closing |
|-------------|---------------|
| Fall 2019 | August 16 |
| Spring 2020 | March 12 |



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ADVERTISER

Company Name: _____

Billing Address: _____

Contact Name: _____

Email: _____

Phone Number: _____

Fax Number: _____

AD INFORMATION

Single Issue Rates

(Indicate Fall or Spring)

_____ \$1200 Inside Front Cover*

_____ \$1200 Inside Back Cover*

_____ \$1300 Outside Back Cover*

_____ \$775 Full Page

_____ \$675 Inside Right 1/2 page*

_____ \$575 1/2 Page

_____ \$475 1/4 Page

_____ \$10% discount for JLG members, non-profit organizations or multi-year (3+) contracts.

Dual Issue Rates

(Only available for dual commitment made as of Fall 2019)

_____ \$850 Inside Front Cover*

_____ \$850 Inside Back Cover*

_____ \$950 Outside Back Cover*

_____ \$675 Full Page

_____ \$575 Inside Right 1/2 page*

_____ \$475 1/2 Page

_____ \$375 1/4 Page

*Please check with ad sales to confirm availability

Additional Notes/Comments:

PAYMENTS & POLICIES

By execution of this agreement, Advertiser agrees to pay all sums due upon receipt of invoice. Advertisers who commit to a two time frequency, or greater, and do not timely fulfill the second insertion will be rebilled at the higher one time rate. All advertisements must be submitted by the stated deadlines and meeting all technical requirements listed. All ads are subject to approval and the JLG reserves the right to reject ads that do not meet quality standards. The JLG accepts no liability for advertising errors beyond the actual cost of the space occupied.

CONTACT INFORMATION

Junior League of Greenville, Inc.
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Greenville, SC 29607
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fax: 864.233.9092
www.jlgreenville.org

For advertising information please contact: adsales@jlgreenville.org

Advertiser Signature: _____ Date: _____

Junior League of Greenville: _____ Date: _____