



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 4500 readers, including the entire Active and Sustaining Membership, as well as the local businesses that graciously support the JLG.

## OUR MEMBERS

Our 1200 Members range in age from 23 to 98 with the majority falling between ages 30-39 (21%), 60-69 (20%) and 40-49 (15%).

Our Members primarily reside in the following zip codes; 29605: 25%, 29607: 22%, 29601: 11%, 29615: 10%, 29680/29681 (Simpsonville): 7%, 29650/29651 (Greer): 7%, and 29609: 7%.

Of our Membership, 67% are married and 58% have children.

## OUR IMPACT

Throughout the course of our 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. The JLG has been at the forefront of many programs and institutions to help effect changes in education, healthcare and the arts.

Today we are a vibrant group of over 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.

In 2018-2019 many of our Active Members have committed volunteer hours to the following:

Carolina Ballet Theatre\*, Diaper Bank of the Carolinas\*, Fostering Great Ideas, Girls on the Run, Greenville Literacy Association\*\*, Meals on Wheels, Serenity Place/Family Effect, South Carolina Children's Theatre\*, SWITCH\*, The Children's Museum of the Upstate, United Ministries/GAIHN\*\*, Upcountry History Museum – Furman University and West Greenville School\*.

*\*2017-2018 grant recipient    \*\*2016-2017 grant recipient*



JUNIOR LEAGUE  
OF GREENVILLE

*VISIONS Magazine*  
*Winter 2018 &*  
*Summer 2019 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><b>Full Page</b></p> <p>Inside Front Cover Inside Back Cover Full Inside Page</p>	<p><b>2/3 Page</b></p> <p>Outside Back Cover</p>	<p><b>1/2 Page Vert.</b></p>	<p><b>1/2 Page Horizontal</b></p>	<p><b>1/4 Page</b></p>
<p>8.5" w x 11" h (bleeds optional)</p>	<p>8.5" w x 8.5" h (bleeds optional)</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
Winter 2018	August 24
Summer 2019	March 22



JUNIOR LEAGUE  
OF GREENVILLE

*VISIONS Magazine  
Winter 2018 &  
Summer 2019 Media Kit*

## ADVERTISER

**Company Name:** \_\_\_\_\_

**Billing Address:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Fax Number:** \_\_\_\_\_

## AD INFORMATION

Single Issue Rates  
(Indicate Winter or Summer)

\_\_\_\_\_ \$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 Winter 2017)

\_\_\_\_\_ \$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.**  
118 Greenacre Road  
Greenville, SC 29607  
*phone:* 864.233.2663  
*fax:* 864.233.9092  
[www.jlgreenville.org](http://www.jlgreenville.org)

For advertising information please contact: [adsales@jlgreenville.org](mailto:adsales@jlgreenville.org)

Advertiser Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Junior League of Greenville: \_\_\_\_\_ Date: \_\_\_\_\_