



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; 20605: 25%, 20607: 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

In an attempt to fulfill the mission of the Junior League of Greenville and to make an impact on the Greenville community, the JLG has adopted three focus areas: Education, Families & Children and Health & Wellness. JLG internal programs support these efforts and include A Nearly New You, Home Run for Healthy Kids®, Junior Volunteers, Kids in the Kitchen and The Nearly New Shop. In addition, the JLG grants funds and placement hours to community agencies that fall within these areas. This unique process not only allocates funds to agencies in our area, but it also supplies them with a collection of trained JLG volunteers to complete the true hands on approach that a partnership with the JLG brings.

In 2017-2018 many of our Active Members have committed volunteer hours to the following:

Education	Greenville Literacy Association*, Little Steps**, South Carolina Children’s Theater*, The Children’s Museum of the Upstate, Upcountry History Museum
Families & Children	Fostering Great Ideas**, Nicholtown Child and Family Collaborative, Ronald McDonald House**, Serenity Place/Family Effect, United Ministries/GAIHN*
Health & Wellness	Girls on the Run, Julie Valentine Center*, Meals on Wheels, Thrive Upstate*

*2016-2017 grant recipient **2015-2016 grant recipient



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VISIONS Magazine
Winter 2017 &
Summer 2018 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
1/2 Page Vert.	\$675	\$575
1/2 Page Horiz.	\$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 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, Non-profit Organizations and Junior League Community Advisors. Discounts totaling 10% for long term contracts of three years or more are also available.

PUBLISHING SCHEDULE

Issue	Space Closing
Winter 2017	August 28
Summer 2018	March 5



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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

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.
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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: _____