



2009-2010 Advertising Agreement

The Junior League of Raleigh's *the Link* magazine is its primary membership and community publication. Content is dedicated to the current projects and activities of the League as well as feature interest articles. The magazine is distributed to more than 1,700 readers, six times each League year. Recipients include League members, advertisers, supporters and community agencies.

Advertiser Information	Please Print
Advertiser / Company:	
Company Contact Name:	
Company Contact Phone Number:	
Company Contact E-mail Address:	
Billing Address:	
City, State, Zip:	
Authorized Ad Agency (if any):	
Ad Agency Contact Name & Phone #:	
Ad Agency Contact E-Mail Address:	

I, _____, have the authority to execute this Advertising Agreement on behalf of the above named company (hereinafter "Company"), and with my signature hereon, authorize the Junior League of Raleigh (hereinafter "the League"), for and on behalf of the Company, to publish advertising as outlined below beginning with the _____ issue of *the Link* magazine (refer to 2009-2010 issue list/description).

2009-2010 Contacts

Advertising: Tania McLeod - tania@jlraleigh.org, 919-787-7480

Co-editors: Blair Winter & Melissa Sowry, jlraleighlink@gmail.com

Your ad information:	
Preferred placement: Inside and outside cover spots require a six-issue contract and are available on a first-come, first-served basis. <i>Non-cover insertions may be guaranteed a particular page within each issue for an additional \$100 per insertion.</i>	
Number of insertions:	
Insertion specifications (<i>size, shape & color</i>): (<i>i.e., ½ page color horizontal</i>)	
Rate for each insertion: <i>Please note if guaranteed placement of insertions is desired add \$100 to rate.</i>	
Specific issues for insertion: (<i>i.e., "All" or "September", "February" and "April"</i>)	
Additional Notes:	

The Company acknowledges that any changes in the specifications and/or insertion schedule, or advertising cancellations, **must be in writing** and must arrive at the League office **at least one week prior to the ad deadline** for the next in which the ad insertion is scheduled to run. The Company agrees that the payment for advertising will be by insertion and should the League publish the advertising without advance payment by the Company, all charges are due to the League **upon receipt of the League's invoice to the Company**. The League reserves the right to hold the advertiser and/or his/her advertising agency jointly liable for such monies as are due and payable.

This Advertising Agreement is subject to all terms and conditions set forth in the 2009-2010 Display Rate Sheet (page two) and the 2009-2010 Advertising Policies and Procedures (page three). **I acknowledge that I have read and understand the rate sheet, the advertising policies and procedures and this agreement.**

Authorized Company Representative Signature: _____ Date: _____

Accepted by the Junior League of Raleigh, Inc.: _____ Date: _____

2009 – 2010 Display Rate Information

the Link magazine offers both full-color and black and white ad spaces. All rates listed below are per insertion for advertiser-supplied, print-ready artwork. **NO ad design work is provided by the League, its volunteers, staff or printer.**

Ad Dimensions	Height (non-bleed)	Width (non-bleed)	Height (bleeding)	Width (bleeding)
Inside Front Cover (Full Page)	10.00"	7.50"	11.25"	8.75"
Inside Back Cover (Half-Page Horizontal)	4.937"	7.50"	5.625"	8.75"
Outside Back Cover (Full Page)	10.00"	7.50"	11.25"	8.75"
Full Page (non-bleed only)	10.00"	7.50"	-----	-----
Half Page (Horizontal)	4.937"	7.50"	-----	-----
Half Page (Vertical)	10.00"	3.687"	-----	-----
Quarter Page (Vertical Only)	4.937"	3.687"	-----	-----
Eighth Page (Horizontal Only)	2.406"	3.687"	-----	-----

Ad Rates	Color 1 x	Black & White 1 x	2 – 6 x Rate **
Inside Front Cover (Full page) *	\$900	-	-
Inside Back Cover * (only 1 (one) half- page insertion available)	\$500	-	-
Outside Back Cover (Full page) *	\$1,000	-	-
Full Page (Run of book)	\$650	\$600	10% discount
Half Page (Horizontal)	\$400	\$375	10% discount
Half Page (Vertical)	\$400	\$375	10% discount
Quarter Page (Vertical only)	\$250	\$175	10% discount
Eighth Page (Horizontal only)	-	\$75	10% discount

****Cover insertions must be contracted for the six-issue run. Prices for these spots reflect a 10 percent discount for multiple issues.***

***** 2 – 6 x rates are applicable only to multiple insertions of the same specifications.***

2009-2010 Advertising Policies & Procedures

<i>the Link</i> Issue and Theme	Advertising deadline*	Approximate delivery date
Summer 2009 (June-September) "Launch"	June 24, 2009	September 1, 2009
October 2009 "A Shopping SPREE!" (celebrating 25 years of A Shopping SPREE!)	July 28, 2009	September 29, 2009
November 2009 "Holiday"	September 8, 2009	November 4, 2009
Winter 2009 (December-February) "Community"	October 30, 2009	February 3, 2010
Spring 2010 (March & April) "Membership" (with Showcase of Kitchens highlights)	December 1, 2009	March 3, 2010
May 2010 "Year In Review"	March 2, 2010	May 5, 2010

ELECTRONIC REQUIREMENTS:

Artwork is to be supplied directly to the League's printer, Commercial Printing Company, in a camera-ready, electronic format. **Camera-ready format is defined as a copy that does not require any alterations, additions or changes in order to produce the ad.** Files should be electronically transferred to Commercial Printing via the "upload" instructions at www.comprintco.com and must clearly state the advertiser name and specific issue(s) for the ad insertion. **Ads must be uploaded to www.comprintco.com, even if you have submitted your ad to the advertising manager or co-editors, to be included in the issue.**

AD SPECIFICATIONS:

The following types of graphic files are accepted: EPS files created using Illustrator with all font files supplied or fonts converted to outline; **TIF files created using Photoshop**; **PDF files** created using PageMaker or InDesign with all fonts embedded. Files created using **Quark** also are acceptable. NO files created in Publisher, Corel Draw or Word will be accepted. **Color Images must be CMYK.**

AD POSITIONS AND CONTENT:

The Junior League of Raleigh reserves the right to modify ad positions per issue, with the exception of cover ads and those ads for which guaranteed placement is contracted. **Ads may only be replaced within 5 (five) days of the deadline. There will be a \$25 charge for replacement ads. Any ad submitted for replacement beyond the 5 (five) day grace are subject to a 10% penalty and are not guaranteed a place in the issue. We reserve the right to substitute your original submission.** The League reserves the right to decline any text, graphics or photography, and will not accept any political ads. Any fundraiser advertisements MUST state the purpose and beneficiary of the funds.

PAYMENT TERMS & CONDITIONS:

Advertisers are invoiced after publication of each issue. Payment is due upon receipt. No subsequent advertisements will be inserted for advertisers who are two or more payments in arrears, and advertisers are responsible for payment of contracted ad costs for insertions not placed due to unpaid invoices.

CLASSIFIED ADVERTISING (for League Members only):

Classified advertisements may only include text. Pricing: \$25 for the first 25 words and \$20 for each additional 25 words. Send advertisements to jlrlink@jlraleigh.org with a subject line of *the Link* CLASSIFIED AD.

ADVERTISER INITIALS: _____