

CAPITALINES

MEDIA KIT

WHAT IS CAPITALINES MAGAZINE?

Capitalines is the official publication of The Junior League of Austin (JLA). This full-color magazine is produced twice a year and highlights JLA news and events as well as our community partners, including nonprofits, programs and leaders. It also serves as a public relations tool throughout the year.

Our readership is diverse and includes JLA active, provisional and sustainer members as well as a carefully curated list of the Greater Austin area's top businesses and community leaders.

The fall issue showcases JLA's accomplishments, community impact, donors and highlight the annual A Christmas Affair event. This issue has a circulation of 3,000. Fall ad placements are also automatically included in the A Christmas Affair Shopping Guide, which has a circulation of 20,000. This additional publication is distributed to all attendees of A Christmas Affair.



The Spring issue serves as an impact report, summarizing financial, donor and volunteer information. It highlights successes from the year and bridges outgoing and incoming leadership programs. This issue has a circulation of 3,000.

Your Investment

Advertising in Capitalines gets your business in front of some of Austin's top movers and shakers. Though your ad isn't tax deductible, it supports one of the most impactful non-profit organizations in Central Texas and allows you to market your product or service to our highly desirable demographic.

INTERESTED IN PLACING AN AD? LET'S CHAT!

Email our ad sales team for availability and information at capitalines_adsales@jlaustin.org.

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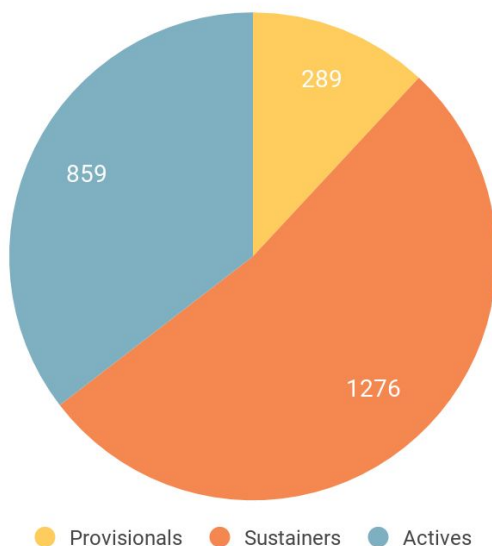
WHAT IS THE JUNIOR LEAGUE OF AUSTIN?

The Junior League of Austin is an organization of approximately 2,500 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. On an annual basis, The Junior League of Austin contributes over \$700,000 to the Austin community and Central Texas. Its members volunteer approximately 130,000 hours in support of its Signature Impact Programs and in partnership with more than 20 non-profits. For more information please visit jlaustin.org.

JUNIOR LEAGUE OF AUSTIN MEMBERS, BY STATUS

Total Membership: 2,424



2015-2016 JLA COMMUNITY IMPACT

130,000+
VOLUNTEER HOURS

2,242
JLA MEMBERS

32
COMMUNITY PROJECTS

\$769,857
DONATED TO COMMUNITY
PROJECTS + PROGRAMS

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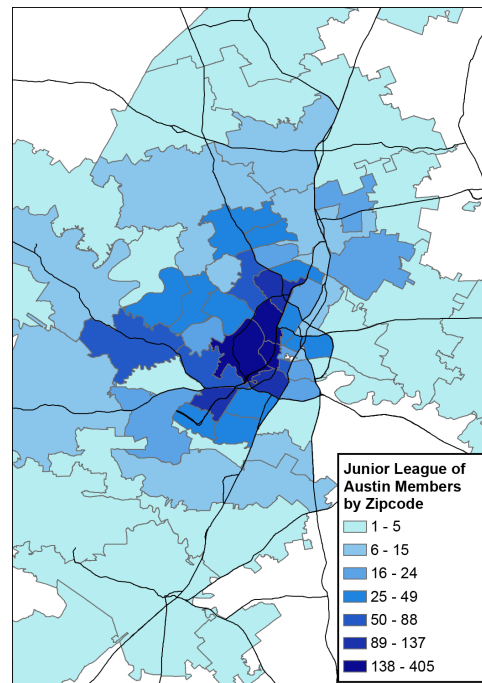
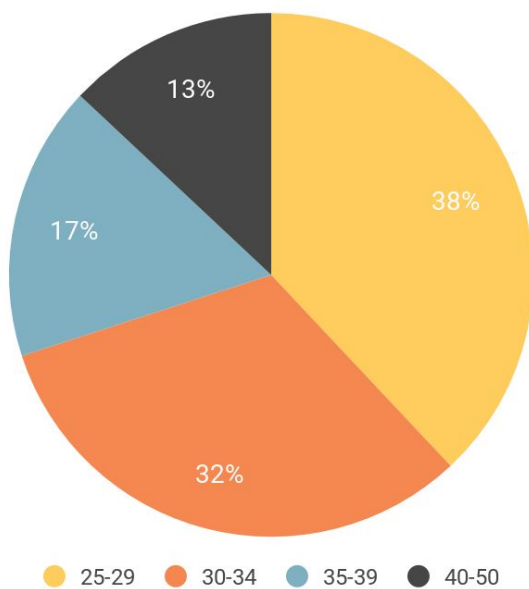
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DEMOGRAPHICS & REACH

These maps and charts give an insight into the demographics of Capitalines readership.

AGES OF ACTIVE MEMBERS



CIRCULATION

ISSUE	DISTRIBUTION	PUBLICATION DATE
Spring	3,000	May
Fall	3,000	November
A Christmas Affair Shopping Guide	20,000	November

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PAST ADVERTISERS

You're in good company when you advertise in Capitalines. Our advertisers come from a wide array of industries. These partners have advertised in one or more past issues:

FASHION/RETAIL/RESTAURANTS

- Cowgirls and Lace
- Chez Zee
- Caroline Elizabeth Boutique
- Petticoat Fair
- Polish Fine Nail Salon

HEALTHCARE/SPA

- Dr. Ruthie Harper, MD PA
- Sherwood Pediatric Dentistry
- Vista Ridge Dental
- Optimal Health and Wellness
- Westlake Concierge Medicine
- Rejuvenate Austin

HOME DECOR/HOME SERVICES

- Austin Clear Pool
- Johnson Fine Floors
- LLB Designs
- Plush Fabric Home Interiors

NON-PROFITS & ASSOCIATIONS

- Animal Trustees of Austin
- Austin Community Foundation
- United Way

REAL ESTATE

- Austin Portfolio Real Estate
- Corridor Title
- Engel & Volkers
- Nicole James Christie's Intl Real Estate
- Kuper Sotheby's
- Rachael Roumaya Keller Williams Realty
- Spyglass Realty
- Susan Avant Austin Portfolio Real Estate

EDUCATION/CAMPS

- Camp Balcones Springs
- Camp Lonehollow
- Lily Pad School
- The Longhorn Racing Academy

PROFESSIONAL SERVICES

- Cat Mattingly Photography
- FastSigns
- Gustafson Law
- Jessica Frey Photography
- Steve Vinklerek State Farm
- Roadway Productions
- The Wilhelm Law Firm
- Wing Chick



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AD RATES

PREMIUM POSITIONS				
		2018 Bundle (Spring, Fall, and ACA Shopping Guide)	Spring 2018 Issue	Fall 2018 Issue + ACA Shopping Guide
SIZE	SPECS	PRICING		
Back Cover**	8.5" x 11"	\$1,800		\$1,250
Full Page Premium*	8.5" x 11"	\$1,700		
Half Page Premium	7.5" x 4.5"	\$750		
STANDARD POSITIONS				
		2018 Bundle (Spring, Fall, and ACA Shopping Guide)	Spring 2018 Issue	Fall 2018 Issue + ACA Shopping Guide
SIZE	SPECS	PRICING		
Full Page*	8.5" x 11"	\$1,000	\$250	\$900
Half Page Horizontal	7.5" x 4.5"	\$470	\$175	\$370
Half Page Vertical	3.5" x 10"	\$470	\$175	\$370
Quarter Page Vertical	3.5" x 4.5"	\$340	\$150	\$270
Page Sponsor†	Page Bottom	\$90	\$50	\$55

Note: All Full-Page, Half-Page & Quarter-Page ads are 4-color. Page Sponsorships are 1-color.

*All full-page ads will be full bleed. Please add .125" to each side. If artwork does not include bleeds, a border may be added.

** The back page of the magazine will bleed on three sides. Please add .125" to the left, right and bottom of your ad to allow for bleed. If artwork does not include bleeds, a border may be added.

† Your name or company name will be at the bottom of a single page. Font will be chosen by The JLA. Logos are not permitted.

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SUBMISSION GUIDELINES

Ads should be submitted as press-ready PDF files (PDF/X-1a preferred). Please embed all fonts, and convert all photos and spot colors to CMYK. Digital photos and graphics files should be at a resolution of 300 dpi or higher at the size which they are used in the PDF.

ARTWORK SPECIFICATIONS

(WIDTH X HEIGHT)

FULL PAGE TRIM SIZE

8.5" x 11"

FULL PAGE BLEED

8.75 x 11.25"

FULL PAGE LIVE AREA

8.25" x 10.75"

BACK COVER TRIM

8.5" x 7.125"

BACK COVER BLEED

8.75 x 7.25"

BACK COVER LIVE AREA

8.25" x 7.125"

(WIDTH X HEIGHT)

HALF PAGE HORIZONTAL

8" x 5.125"

QUARTER PAGE VERTICAL

3.875" x 5.125"

HALF PAGE VERTICAL

3.875" x 10.5"

PAGE SPONSOR

12

Page Sponsored by Sample Company

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