

# CAPITALINES

## MEDIA KIT

### WHAT IS CAPITALINES MAGAZINE?

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

### WHO RECEIVES THE PUBLICATION?

Advertising in Capitalines gets your business in front of Austin's top movers and shakers.

The publication is mailed to JLA active, provisional and sustainer members, sponsors and donors, and a carefully curated list of the Greater Austin area's top businesses and community leaders.

Capitalines digital edition is also posted online at [www.jlaustin.org/press-room/capitalines](http://www.jlaustin.org/press-room/capitalines) and distributed via the JLA's email and social media channels.

### WHAT IS INCLUDED IN THE MAGAZINE?

The fall issue showcases JLA's community impact, features community partners and 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

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.

Benefits include:

- Publication printed and mailed to 3,000 subscribers per issue
- Distributed to 20,000+ A Christmas Affair attendees (for fall placement)
- Ad is included in digital edition, with link to advertiser's website
- Premium ads include mention + link in one JLA membership e-blast.

### INTERESTED IN PLACING AN AD? LET'S CHAT!

Email our ad sales team for availability and information at [capitalines\\_adsales@jlaustin.org](mailto:capitalines_adsales@jlaustin.org).

**SPRING DEADLINE: MARCH 15, 2019**

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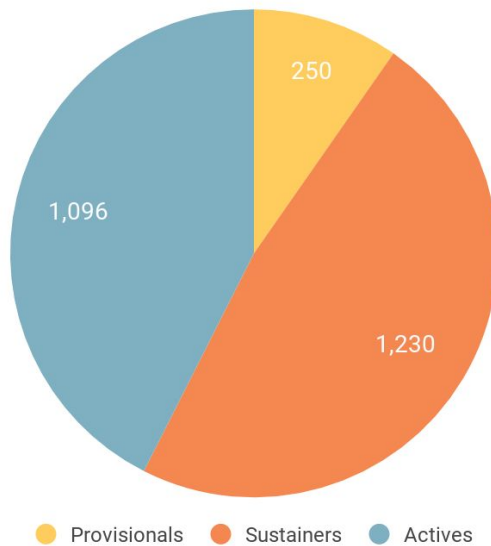
### WHAT IS THE JUNIOR LEAGUE OF AUSTIN?

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](http://jlaustin.org).

### JUNIOR LEAGUE OF AUSTIN MEMBERS, BY STATUS

Total Membership: 2,576



### 2017-2018 JLA COMMUNITY IMPACT

+/- **160,000+**  
VOLUNTEER HOURS

**2,576**  
JLA MEMBERS

**31**  
COMMUNITY PROJECTS

**\$650,000+**  
DONATED TO COMMUNITY  
PROJECTS + PROGRAMS

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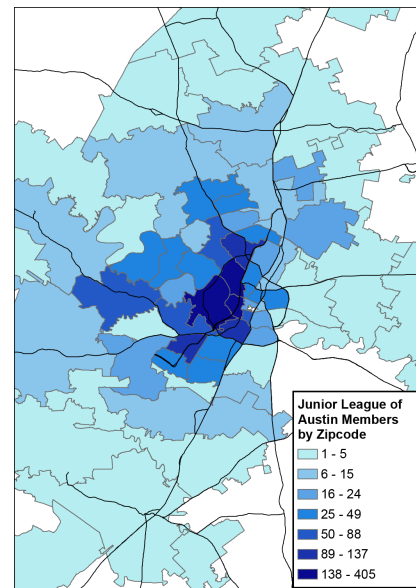
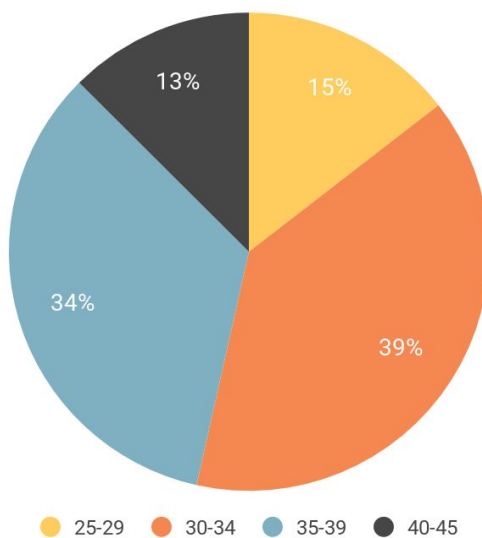
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### DEMOGRAPHICS & REACH

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
- Grit & Grace Boutique
- Nothing Bundt Cakes
- Petticoat Fair
- Polish Fine Nail Salon

#### HEALTHCARE/SPA

- Ditto Surgical
- Devenir Aesthetics
- Dr. Ruthie Harper, MD PA
- Northwest Hills at Davenport
- Rejuvenate Austin
- Sherwood Pediatric Dentistry
- Westlake Concierge Medicine

#### HOME DECOR/HOME SERVICES

- ABC Home & Commercial Services
- Plush Fabric Home Interiors
- Eurway Modern home + office
- Collectic Home

#### NON-PROFITS & ASSOCIATIONS

- Texas Department of Agriculture
- Blanton Museum of Art
- Long Center

#### REAL ESTATE

- Austin Portfolio Real Estate
- Engel & Volkers
- Nicole James Christie's Intl Real Estate
- Debbie Harmon Kuper Sotheby's
- Rachael Roumaya Keller Williams Realty
- Susan Avant Austin Portfolio Real Estate
- Austin Realty by Rachel Lasseter
- Amy Paczosa One River Realty
- Wilson Godrick Realtors
- Mace Massingill Keller Williams Realty
- AQUILA Commercial Real Estate

#### EDUCATION/CAMPS

- Camp Balcones Springs
- Camp Lonehollow
- Hyde Park Schools
- Lily Pad School
- Paragon Prep
- The Longhorn Racing Academy
- WAYA Sports, Summer Camps & Tournaments

#### PROFESSIONAL SERVICES

- Abby Rose Photography
- Cat Mattingly Photography
- FastSigns
- GoransonBain Ausley
- IBC Bank
- Jessica Frey Photography
- Safety Defenses
- Trips to the Mouse + You Pack, We Plan
- Texas Fertility Center
- W. Hamilton & Co., PLLC
- The Wilhelm Law Firm



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### AD RATES

PREMIUM POSITIONS				
Premium ads include mention + link in one e-blast to JLA membership. All ads are included in the digital edition, with a link to the advertiser's website.				
		2019 Bundle (Spring, Fall, and ACA Shopping Guide)	Spring 2019 Issue	Fall 2019 Issue + ACA Shopping Guide
SIZE	SPECS	PRICING		
Back Cover**	8.75" x 7.25"	\$1,800		\$1,250
Full Page Premium*	8.75" x 11.25"	\$1,700		
Half Page Premium	8" x 5.125"	\$750		
STANDARD POSITIONS				
All ads are included in the digital edition, with a link to the advertiser's website.				
		2018-2019 Bundle (Spring, Fall, and ACA Shopping Guide)	Spring 2019 Issue	Fall 2018 Issue + ACA Shopping Guide
SIZE	SPECS	PRICING		
Full Page*	8.75" x 11.25"	\$1,000	\$250	\$900
Half Page Horizontal	8" x 5.125"	\$470	\$175	\$370
Half Page Vertical	3.875" x 10.5"	\$470	\$175	\$370
Quarter Page Vertical	3.875" x 5.125"	\$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"

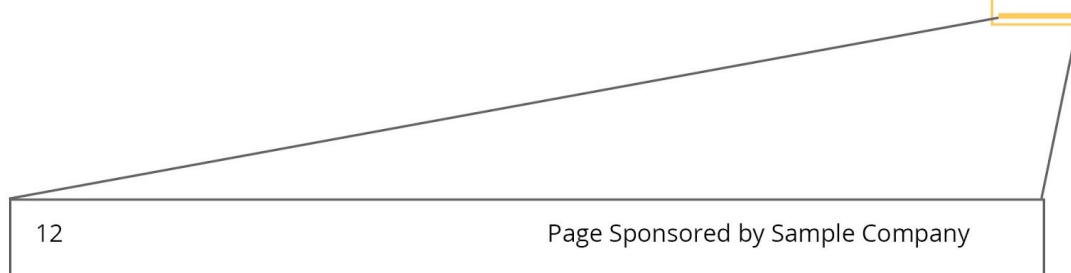
#### QUARTER PAGE VERTICAL

3.875" x 5.125"

#### HALF PAGE VERTICAL

3.875" x 10.5"

#### PAGE SPONSOR



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