

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, once in print and once digitally. 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 and distributed via the JLA's email and social media channels for both the spring and fall issues.

WHAT IS INCLUDED IN THE MAGAZINE?

The fall issue showcases JLA's community impact, features community partners and donors and highlights the annual A Christmas Affair event. This issue has a circulation of 3,500. Fall ad placements are also automatically included in the A Christmas Affair Shopping Guide. This additional publication is digitally distributed to all attendees of A Christmas Affair.

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 3,500 subscribers for the fall issue
- Distributed virtually to 22,000+ A Christmas Affair attendees (for fall placement)
- Distributed virtually to 3,500 subscribers for the spring issue as well as displayed on all Junior League social media platforms
- 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.

SPRING DEADLINE: MARCH 17, 2021

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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 3,500.

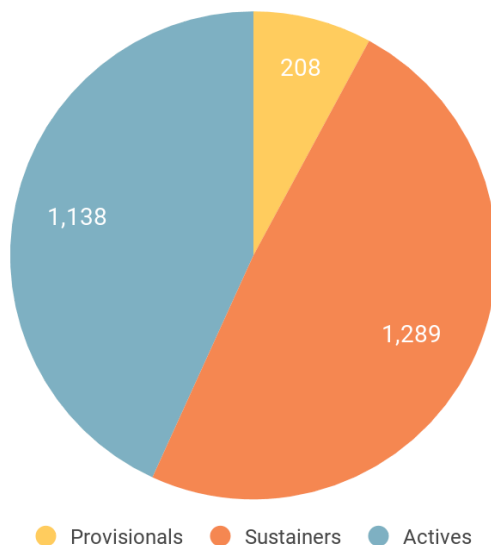
WHAT IS THE JUNIOR LEAGUE OF AUSTIN?

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: 2,635



2019-2020 JLA COMMUNITY IMPACT

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

2,635
JLA MEMBERS

31
COMMUNITY PROJECTS

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

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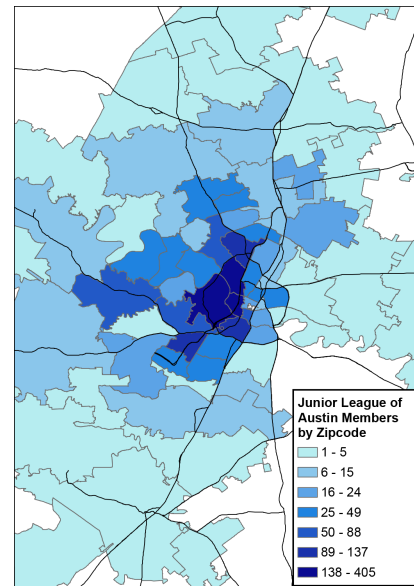
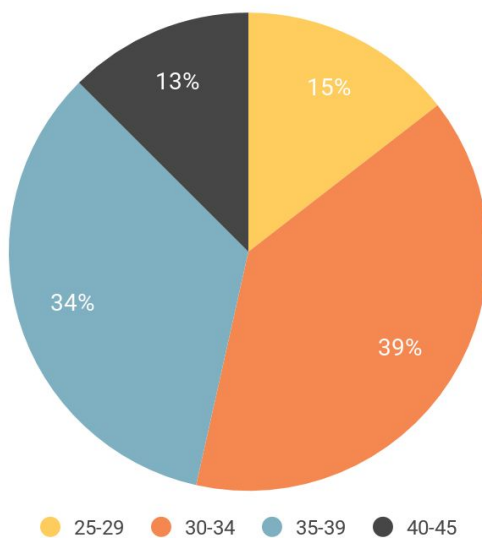
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DEMOGRAPHICS & REACH

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

AGES OF ACTIVE MEMBERS



DIGITAL AND PRINT CIRCULATION

| ISSUE | DISTRIBUTION | PUBLICATION DATE |
|-----------------------------------|--------------|------------------|
| Spring | 3,500 | May |
| Fall | 3,500 | November |
| A Christmas Affair Shopping Guide | 22,000 | 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

- Clayton and Crume
- Cowgirls and Lace
- Nothing Bundt Cakes
- Petticoat Fair
- Polish Fine Nail Salon
- Ranch 616

HEALTHCARE/SALON/SPA

- Austin Orthodontic Arts
- B Pilates
- Beautilash
- Dr. Ruthie Harper, MD PA
- Northwest Hills at Davenport
- Sherwood Pediatric Dentistry
- Urban Betty Salon
- Westlake Concierge Medicine

HOME DECOR/HOME SERVICES

- ABC Home & Commercial Services
- Plush Fabric Home Interiors
- The Menagerie

NON-PROFITS & ASSOCIATIONS

- Texas General Land Office
- Blanton Museum of Art
- Caswell House
- Long Center

REAL ESTATE

- Austin Portfolio Real Estate
- Charlotte Lipscomb
- Engel & Volkers
- Nicole James Christie's Intl Real Estate
- Gay Puckett
- Susan Avant Austin Portfolio Real Estate
- Austin Realty by Rachel Lasseter
- Wilson Goldrick Realtors
- Mace Massingill Keller Williams Realty
- AQUILA Commercial Real Estate

EDUCATION/CAMPS

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

PROFESSIONAL SERVICES

- Abby Rose Photography
- April Willis Consulting
- Bollier Ciccone, LLP
- Clayton & Ramirez, PLLC
- Cat Mattingly Photography
- Elevate Bartending
- FastSigns
- IBC Bank
- Texas Fertility Center
- Walters Gilbreath, PLLC



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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. | | | | |
| | | 2021 Bundle (Spring, Fall, and ACA Shopping Guide) | Spring 2021 Issue | Fall 2021 Issue + ACA Shopping Guide |
| SIZE | SPECS | PRICING | | |
| Back Cover** | 8.75" x 7.25" | \$1,530 | Sold As Bundle | SOLD |
| Full Page Premium* | 8.75" x 11.25" | \$1,450 | Sold As Bundle | \$1,200 |
| Half Page Premium | 8" x 5.125" | \$640 | Sold As Bundle | \$525 |
| STANDARD POSITIONS | | | | |
| All ads are included in the digital edition, with a link to the advertiser's website. | | | | |
| | | 2021 Bundle (Spring, Fall, and ACA Shopping Guide) | Spring 2021 Issue | Fall 2021 Issue + ACA Shopping Guide |
| SIZE | SPECS | PRICING | | |
| Full Page* | 8.75" x 11.25" | \$930 | \$200 | \$900 |
| Half Page Horizontal | 8" x 5.125" | \$400 | \$140 | \$370 |
| Half Page Vertical | 3.875" x 10.5" | \$400 | \$140 | \$370 |
| Quarter Page Vertical | 3.875" x 5.125" | \$300 | \$120 | \$270 |
| Page Sponsor† | Page Bottom | \$85 | \$40 | \$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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