

CAPITALINES

2017 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**



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.

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.

INTERESTED IN PLACING AN AD? LET'S CHAT!

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

GET TO KNOW THE JLA

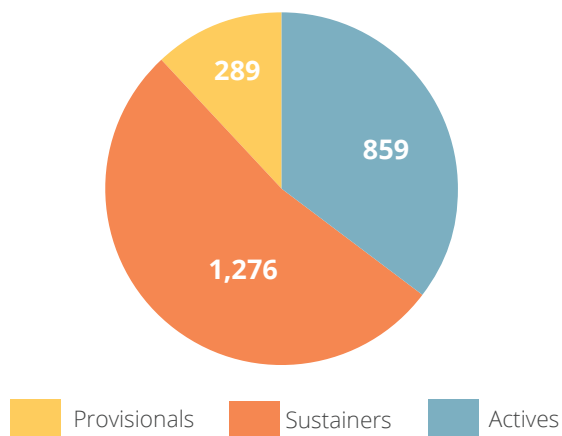
WHAT IS THE JUNIOR LEAGUE OF AUSTIN?

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 nonprofits. For more information please visit jlaustin.org.

JUNIOR LEAGUE OF AUSTIN MEMBERS, BY STATUS

Total Membership: 2,424



2016-2017 JLA COMMUNITY IMPACT

130,000+

VOLUNTEER HOURS

590

JLA COMMUNITY VOLUNTEERS

32

COMMUNITY PROJECTS

\$810,884

DONATED TO COMMUNITY PROJECTS + PROGRAMS

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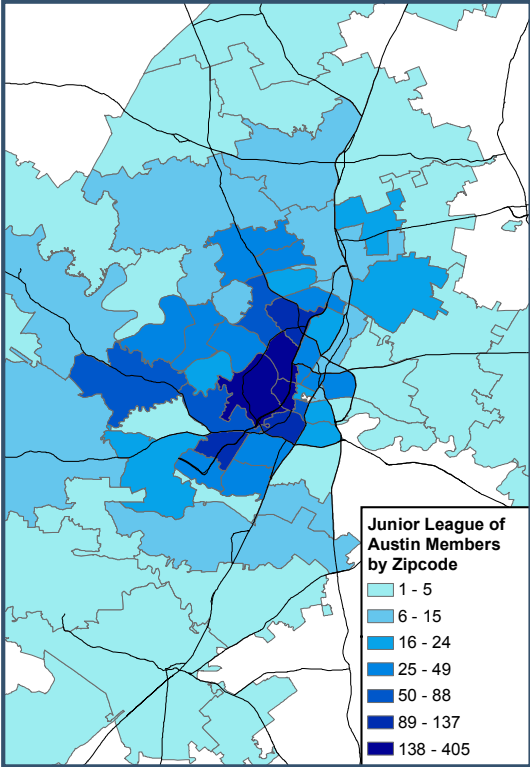
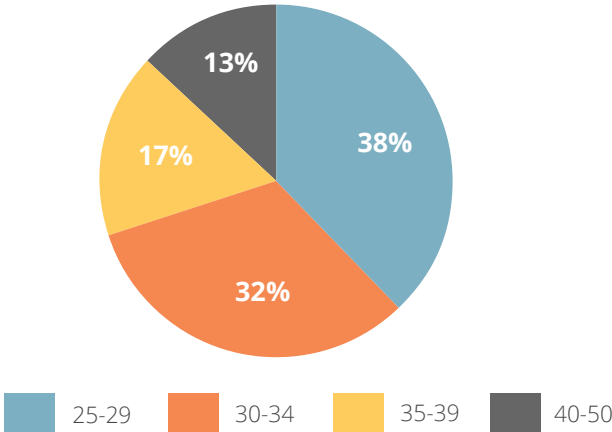
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DEMOGRAPHICS + REACH

DEMOGRAPHICS & REACH

The maps and charts on the next two pages 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:

NONPROFITS & ASSOCIATIONS

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

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

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 Vinklarek STATE FARM
- Roadway Productions
- The Wilhelm Law Firm
- Wing Chick



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AD RATES

PREMIUM PLACEMENTS

SIZE	PRICING		
	3-Issue Bundle	Spring Only	Fall + ACA Shopping Guide Only
Inside Front Cover	\$2,250	\$600	\$2,045
Page One	\$2,115	\$550	\$1,935
Facing Table of Contents	\$2,025	\$525	\$1,855
Facing JLA President	\$2,025	\$525	\$1,855
Facing Editor	\$2,025	\$525	\$1,855
Facing ACA Chair	n/a	n/a	\$1,720
Inside Back Cover	\$2,025	\$600	\$2,045
Back Cover	\$2,700	\$700	\$2,475

STANDARD PLACEMENTS

SIZE	PRICING		
	3-Issue Bundle	Spring Only	Fall + ACA Shopping Guide Only
Double Page Spread	Please call for rates.		
Full Page	\$1,755	\$445	\$1,585
Half Page Horizontal	\$945	\$350	\$755
Half Page Vertical	\$945	\$350	\$755
Quarter Page Vertical	\$675	\$250	\$540
Page Sponsor*	\$180	\$100	\$110

*Includes the text "Page sponsored by 'Company name.'"
 Font will be chosen by The Junior League of Austin. Alignment subject to change. No logos.

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PRODUCTION DETAILS

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)

DOUBLE PAGE SPREAD TRIM

17" x 11"

DPS BLEED

17.25" x 11.25"

DPS LIVE AREA

16.75" x 10.75"

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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