

# CAPITALINES

## 2018 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](mailto:capitalines@jlaustin.org).

## GET TO KNOW THE JLA

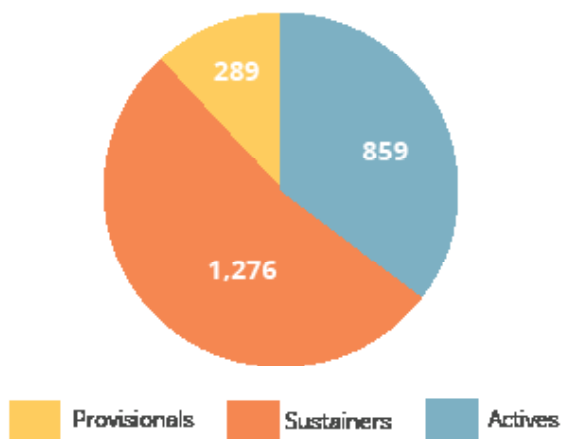
### WHAT IS THE JUNIOR LEAGUE OF AUSTIN?

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](http://jlaustin.org).

#### JUNIOR LEAGUE OF AUSTIN MEMBERS, BY STATUS

Total Membership: 2,424



#### 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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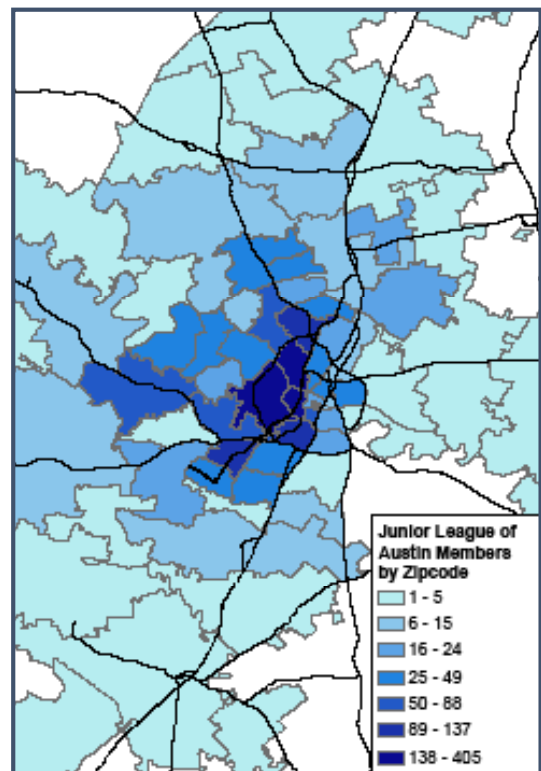
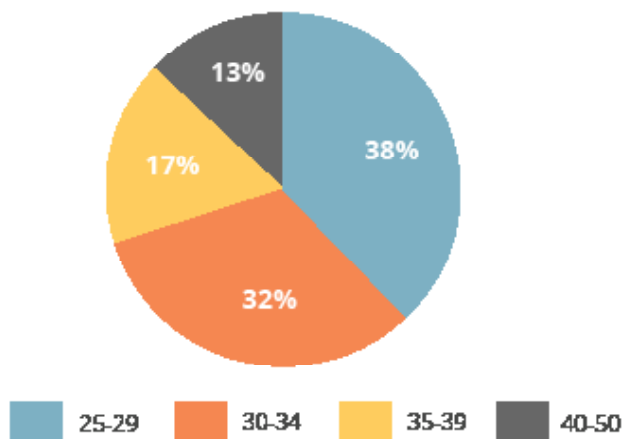
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## DEMOGRAPHICS + REACH

### 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
<b>A Christmas Affair</b> 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 Vinklerek STATE FARM
- Roadway Productions
- The Wilhelm Law Firm
- Wing Chick



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# CAPITALINES

## AD RATES

### CAPITALINES/ A CHRISTMAS AFFAIR AD PLACEMENTS

SIZE	PRICING		
	Spring 2018 Issue	Fall 2018 Issue + A Christmas Affair Shopping Guide	3-Issue Bundle
Page	\$50	\$55	\$90
Sponsor*			
Quarter Page Vertical	\$150	\$270	\$340
Half Page Vertical	\$175	\$370	\$470
Half Page Horizontal	\$175	\$370	\$470
Full Page	\$250	\$900	\$1000
Back Cover			\$1800
Premium Full Page			\$1700
Premium Half Page			\$750

Premium ad includes options for premium placement (inside front cover, across from table of contents) in the magazine, and also an online media presence for linking to a business.

3-issue bundle includes Fall + A Christmas Affair Shopping Guide, and Spring Issue. The Capitalines issue is mailed to 5,000 Austin-area buyers in November and April. A Christmas Affair Shopping Guide is placed in 30,000 shopping bags at the event in November.

\*Includes the text "Page sponsored by 'Company name.'"

Font will be chosen by The Junior League of Austin. Alignment subject to change. No logos.

**INTERESTED IN PLACING A SPONSORSHIP? LET'S CHAT!**

Email our ad sales team for availability and information at  
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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

12

Page Sponsored by Sample Company

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