

# Inspire

THE OFFICIAL MAGAZINE OF THE JUNIOR LEAGUE OF LOS ANGELES

## About JLLA

The Junior League of Los Angeles is an organization of women committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively education and charitable.

## About Inspire

Published twice a year, *Inspire* is a full color magazine that serves as the official publication of the Junior League of Los Angeles. Its mission is to update the community on the many events and causes in which the Junior League of Los Angeles participates. In addition, *Inspire* serves as a source of news and information for the JLLA membership and as a tool to recruit those interested in joining our League. *Inspire* will also look at our history, highlighting our past projects and fundraisers to show and to share just how far JLLA has come in its 80 plus years and how much it has done to build better communities in and throughout Los Angeles County.

## Circulation

A total of 3000 copies of *Inspire* are mailed with each issue. Distribution includes JLLA membership, our donors, and our community partners. *Inspire* will have additional distribution on the JLLA website ([www.jlla.org](http://www.jlla.org)) where it will be available for viewing from cover to cover.

## JLLA Membership Profile

Members Employed.....	78%	Age Under 25.....	3%	Household Income Under \$50k .....	5%
Members with Children.....	15%	Age 25-29 .....	19%	Household Income \$50k - \$75k .....	16%
Married .....	36%	Age 30-34 .....	35%	Household Income \$75k - \$100k.....	14%
Undergraduate Degree.....	60%	Age 35-39.....	27%	Household Income \$100k - \$125k...8%	
Post Graduate Degree .....	34%	Age 40-50.....	13%	Household Income \$125k - \$150k....7%	
More than one Post Graduate Degree. 3%		Age Over 50 .....	3%	Household Income Over \$150k.....	29%



**JUNIOR LEAGUE OF  
LOS ANGELES, INC.®**

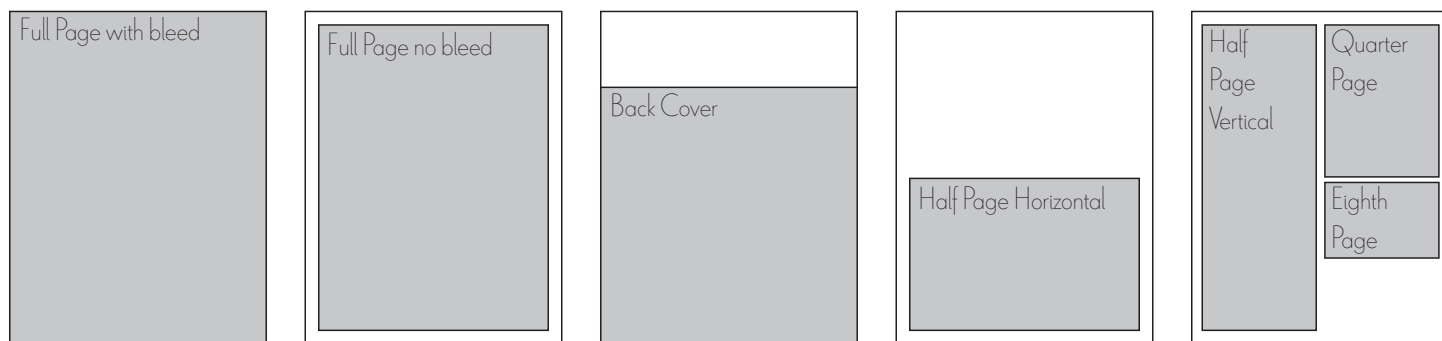
*Women building better communities.*

## Advertising Rates

Size	4-Color		B&W	
	1X Rate/Issue	2X Rate/Issue	1X Rate/Issue	2X Rate/Issue
Full Page	\$1000 \$750	\$800 \$600	\$700 \$525	\$560 \$420
1/2 Page (Horizontal or Vertical)	\$500 \$375	\$400 \$300	\$350 \$263	\$280 \$210
1/4 Page	\$125 \$94	\$100 \$75	\$88 \$66	\$70 \$53
1/8 Page	\$100 \$75	\$80 \$60	\$70 \$53	\$56 \$42
Inside Front Cover	\$1200 \$900	\$960 \$720	-	-
Inside Back Cover	\$1200 \$900	\$960 \$720	-	-
Outside Back Cover	\$1100 \$825	\$880 \$660	-	-

*Non-Profit Discount: A 10% discount will be extended to 501(c)3 non-profit organizations.*

## Specs and Production Information



Ad Sizes	Width	Height
Full Page with bleed	8.5"	11"
Live Area Add 0.125" for bleed	8.25"	10.75"
Full Page no bleed	8.25"	10.75"
Back Cover	8.5"	8.5"
Live Area Add 0.125" for bleed	8.25"	8.25"
Half Page Horizontal	8.25"	5"
Half Page Vertical	3.67"	10.75"
Quarter Page	3.67"	5"
Eighth Page	3.67"	2.5"

## Technical Requirements for Ads

Files must be submitted in one of the following formats. Failure to do so will incur additional design charges.

Formats accepted: PDF (all fonts embedded), JPG, EPS or TIFF. Programs accepted: Mac files for InDesign, Quark and Illustrator. Pictures and fonts should be included. All art images should be 300 DPI at 100% of the size used in the ad. All color ads should be converted to CMYK. For disk submissions, please include a color or BW printout of the ad. For digital submission, please include a PDF file for viewing.

All rates and deadlines are based on camera ready art. All advertisers will be required to sign a written contract setting forth the terms of their agreement with JLLA.

## Publishing Schedule

Issue	Space Closing	Materials Due	Mail Date
Spring	<b>March 15</b>	March 15	May 1
Fall	October 1	October 15	December 1

## Contact Information

Junior League of Los Angeles  
630 North Larchmont Boulevard  
Los Angeles, California 90004  
Phone: (323) 957-4280  
Fax: (323) 957-2072  
InspireMagazine@jlla.org



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# Junior League of Los Angeles, Inc.

## Inspire Advertising Contract

Advertiser Information	Please Print
Advertiser/Company:	
Contact Name:	
Contact Phone Number:	
Contact E-mail Address:	
Billing Address:	
City, State, Zip:	

### Rate Information

Size	4-Color		B&W	
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### Publications Dates & Deadlines

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### Ad Information

\_\_\_\_\_ New ad each issue (provided by deadline)      \_\_\_\_\_ Same ad each issue (provided by deadline)  
*Submission of the ad is the responsibility of the advertiser.*

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### Inspire Ad Summary - Contracted Frequency Level

Issue	Ad Size	Cost
Issue	Ad Size	Cost
Non-Profit Discount		
TOTAL		

### Payment Terms

By execution of this agreement, Advertiser acknowledges and agrees that it is obligated to pay all sums hereunder. All sums paid by Advertiser to Junior League shall be nonrefundable. Advertising in *Inspire* is subject to the policies of the Junior League of Los Angeles, Inc. as set forth to the right. Advertisers who commit to a two time frequency contract and do not timely fulfill the second insertion will be rebilled at the higher one time rate for the first insertion. Checks should be made payable to the Junior League of Los Angeles, Inc./ *Inspire*. Payment due net 30 days. Thank you for advertising in *Inspire*!

\_\_\_\_\_  
Signature of Advertiser/Agency Representative

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of *Inspire* Representative

\_\_\_\_\_  
Date

### Policies

All ads must be submitted by the deadline according to the Technical Requirements of Ads as set forth herein. All advertising is subject to approval, and the Junior League of Los Angeles, Inc. reserves the right to reject offensive material or advertising that does not meet quality standards. The Junior League of Los Angeles, Inc. accepts no liability for advertising errors beyond the actual cost of the space occupied. In consideration of acceptance of advertisements for publication, the Agency and Advertiser agree to (i) release *Inspire* and the Junior League of Los Angeles and its members, officers, directors, employees and agents from any and all losses, liabilities, damages and expenses related to the copying, printing or publishing of Advertiser's advertisements and (ii) indemnify, defend and hold harmless *Inspire* and the Junior League of Los Angeles and its members, officers, directors, employees and agents against any and all losses, liabilities, damages and expenses of whatever nature, including, without limitation, reasonable attorney's fees, arising out of, in connection with or related to the copying, printing or publishing of its advertisements, which are made by any third party.



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