

# VISIONS Magazine

OFFICIAL MAGAZINE OF THE JUNIOR LEAGUE OF GREENVILLE



## *Junior League of Greenville*

The Junior League of Greenville, Inc. 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 educational and charitable.

## *Our Magazine*

The Junior League of Greenville, Inc. is committed to building a safe, healthy, nurturing community. Published twice per year, *VISIONS* is a full color magazine that serves as the official publication of the Junior League of Greenville. Its mission is to update the community on the many events and causes in which the Junior League of Greenville participates. In addition, *VISIONS* serves as a source of news and information for the JLG membership and as a tool to recruit those interested in joining the organization.

## *Awards*

“Most Improved Magazine – Non-Profit,” Matrix Award Winner from The Association for Women in Communications, Greenville Chapter 2007-2008

## *Magazine Circulation Information*

A total of 4,500 copies of *VISIONS* are mailed with each issue. Distribution is as follows:

- 37% ....Businesses and medical offices
- 36% ....Local JLG membership
- 20% ....Non-profits, schools, government agencies
- 3% .....Out of state Junior League offices
- 3% .....Government and community leaders

## *Member Profile*

73% of the JLG membership resides in zip codes 29605, 29607, 29601, 29615 or 29609

Members Employed.....74%	Age Under 25.....4%
Members with Children.....60%	Age 25-34.....47%
Members with 2 or more Children ....47%	Age 35-44.....21%
Married .....76%	Age 45-59.....20%
Own Home .....91%	Age 60+ .....8%
Some College or Other Training.....10%	Household Income \$100-\$150K .....25%
Completed Bachelors Degree .....90%	Household Income \$150-200K .....13%
Completed Graduate Degree .....30%	Household Income \$200K or more....23%

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OF • GREENVILLE


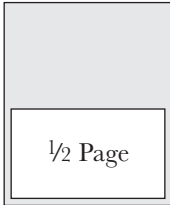
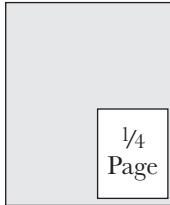
*Women Building*  
**BETTER COMMUNITIES**

## Advertising Rates

Size	4-Color			B&W		
	1x Rate/Issue	2x Rate/Issue	Savings	1x Rate/Issue	2x Rate/Issue	Savings
Full Page	\$1,050	\$825	21%	\$700	\$650	7%
1/2 Page Horizontal	\$800	\$575	28%	\$450	\$400	11%
1/4 page Vertical	\$600	\$400	33%	\$250	\$225	10%
Inside Front Cover	\$1,150	\$925	20%			
Inside Back Cover	\$1,150	\$925	20%			
Outside Back Cover	\$1,150	\$925	20%			

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

## Specs and Production Information

		
Full Page	1/2 Page	1/4 Page
7.5 x 10 in.	7.5 x 4.75 in.	3.5 x 4.75 in.

## 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. Creative ad development services are available for your business. Please email for pricing.

All advertisers will be required to sign a written contract setting forth the terms of their agreement with JLG.



**JUNIOR LEAGUE  
OF GREENVILLE**

The Junior League of Greenville is a  
501(c)3 (non-profit) organization.

## Publishing Schedule

Issue	Space Closing	Materials Due	Mail Date
Fall 2008	September 19	October 1	November 3
Spring 2009	March 20	April 2	May 5

## Contact Information

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