

JUNIOR LEAGUE REPRESENTATIVE
NAME _____ PHONE _____ TEAM _____

ADVERTISER INFORMATION

Method of Payment: Check* MasterCard Visa American Express
*Make check payable to THE JUNIOR LEAGUE OF HOUSTON, INC. CHECK# _____ DATE _____

ADVERTISER (List name as you would like it to appear in the index)

CARD NO. _____ EXP. DATE _____

CONTACT _____ TITLE _____

NAME ON CARD (please print) _____ SIGNATURE _____ ZIP CODE _____

STREET ADDRESS _____

Houston News Magazine Winter Spring \$ _____

CITY _____ STATE _____ ZIP _____

Charity Ball Program \$ _____

PHONE _____ FAX _____

***Less discount** (_____)

EMAIL ADDRESS _____ CELL _____

Total cost of Advertisement \$ _____

For JLH members: Payment is due with contract

For corporate accounts only: Payment in full due 30 days AFTER invoice date

Send bill to: Advertiser **or** Ad Agency

Attention of: _____

Please list Ad Agency contact under COMMENTS area

Please contact me regarding photographer assignment

***10% discount for advertising in both issues of Houston News (Winter and Spring) and Charity Ball Program**

I am providing camera ready art

HOUSTON NEWS MAGAZINE

AD RATES	SINGLE ISSUE (Winter 2010)		SINGLE ISSUE (Spring 2011)		TWO ISSUES (Winter 2010 and Spring 2011)	
	B&W	COLOR	B&W	COLOR	B&W	COLOR
FULL PAGE	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$1,275	<input type="checkbox"/> \$900	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,375
2/3 PAGE	<input type="checkbox"/> 850	<input type="checkbox"/> 1,000	<input type="checkbox"/> 775	<input type="checkbox"/> 950	<input type="checkbox"/> 1,625	<input type="checkbox"/> 1,950
1/2 PAGE	<input type="checkbox"/> 700	<input type="checkbox"/> 900	<input type="checkbox"/> 600	<input type="checkbox"/> 750	<input type="checkbox"/> 1,300	<input type="checkbox"/> 1,650
1/3 PAGE	<input type="checkbox"/> 525	<input type="checkbox"/> 700	<input type="checkbox"/> 450	<input type="checkbox"/> 550	<input type="checkbox"/> 975	<input type="checkbox"/> 1,250
1/6 PAGE	<input type="checkbox"/> 325	<input type="checkbox"/> 450	<input type="checkbox"/> 275	<input type="checkbox"/> 350	<input type="checkbox"/> 600	<input type="checkbox"/> 800

Classified \$50 per issue

Fractional Page Ads: Horizontal Vertical

SPECIAL POSITION AD RATES

BACK COVER \$3,000*** INSIDE COVERS* \$2,750***

CENTER PAGES*\$2,675*** OUTSIDE CENTER PAGES*\$2,425***

SPECIAL POSITION AD** — ADD 20% TO BASE PRICE

*Based on per page price. **limited locations and sizes available. ***Winter & Spring

ARTWORK WILL:

Remain the same for both issues **or** Change with each issue
 Artwork attached **or** Will submit artwork by materials deadline to adsales@juniorleaguehouston.org

Closing Dates

HOUSTON NEWS MAGAZINE	CONTRACT DEADLINE	MATERIALS DEADLINE
WINTER 2010	AUGUST 27, 2010	SEPTEMBER 10, 2010
SPRING 2011	FEBRUARY 11, 2011	FEBRUARY 25, 2011

AD SIZES AND POSITION

FULL PAGE	LIVE AREA	7 1/4" x 10"	TRIM 9" x 11"	BLEED	9 1/4" x 11 5/16"
2/3 PAGE	VERTICAL	4 3/4" x 10"	—		
1/2 PAGE	VERTICAL	4 3/4" x 7 1/2"	HORIZONTAL	7 1/4" x 4 7/8"	
1/3 PAGE	VERTICAL	2 1/4" x 10"	HORIZONTAL	4 3/4" x 4 7/8"	
1/6 PAGE	VERTICAL	2 1/4" x 4 7/8"	HORIZONTAL	4 3/4" x 2 1/4"	

CHARITY BALL PROGRAM

AD RATES	B&W	COLOR
FULL PAGE	<input type="checkbox"/> \$950	<input type="checkbox"/> \$1,300
1/2 PAGE	<input type="checkbox"/> 525	<input type="checkbox"/> 675 <input type="checkbox"/> Horizontal <input type="checkbox"/> Vertical
1/4 PAGE	<input type="checkbox"/> 350	<input type="checkbox"/> 500
1/8 PAGE*	<input type="checkbox"/> 250	—

*1/8 page ad has no picture.

SPECIAL POSITION AD RATES

BACK COVER \$3,400 INSIDE FRONT COVER \$2,625 INSIDE BACK COVER \$2,625

SPONSOR PAGE \$725 FULL PAGE FACING COMMITTEE (COLOR ONLY) \$125*

*Add to base price of ad

PHOTOGRAPHERS: Please mark in order of preference. You will receive a call from a Junior League representative to schedule your appointment. Please do not schedule your appointment directly with the photographer. All photos must be taken by October 13, 2010 and submitted to The Junior League of Houston, Inc. by November 1, 2010.

Tara Bennett Annette Boatwright Michael Martinez Pat Sullivan
 Terry Blackburn Michael Carr Margaret Rotan Temple Webber
 I am submitting my own artwork

ARTWORK WILL:

Remain the same as last year's program Artwork attached **or**
 Will submit artwork by materials deadline to adsales@juniorleaguehouston.org

Closing Dates

CB PROGRAM	CONTRACT DEADLINE	MATERIALS DEADLINE
CB PROGRAM	OCTOBER 13, 2010	NOVEMBER 1, 2010

AD SIZES AND POSITION

FULL PAGE	LIVE AREA	7 x 10"	TRIM 8 1/2" x 11"	BLEED	9" x 11 1/2"
1/2 PAGE	VERTICAL	3 3/8" x 9 1/2"	HORIZONTAL 7 1/4" x 4 3/4"		
1/4 PAGE	VERTICAL		3 1/4" x 4 3/4"		
1/8 PAGE	HORIZONTAL		3 1/4" x 2 1/4"		

The Junior League of Houston, Inc. is a 501(c)(3) non-profit organization. Thank you for supporting our efforts in "Building A Better Community." Please retain a copy of this contract for your tax purposes. The fair market value of the sitting fee for a non-corporate advertiser is \$125.

COMMENTS: _____

ART WORK REQUIREMENTS for Houston News Magazine and Charity Ball Program

Required Materials: Electronic files and proof, Macintosh platform. **Acceptable Software:** Adobe Acrobat (high PDF), InDesign, QuarkXPress, Adobe Illustrator, Adobe Photoshop or high resolution JPG. **Required Proof:** Send a proof of your ad with files, unless emailed. **Images:** All images must be CMYK or Grayscale made at **300 dpi** save as TIF, EPS, or JPG. **Fonts:** Please include all fonts used in your layout. Do not stylize fonts in QuarkXPress as this may cause them to reflow incorrectly. **Intervention:** Client submitting files incorrectly will be billed any extra charges required for proper image reproduction. **Copy Acceptance:** The Junior League of Houston, Inc. reserves the right to reject material or advertising which does not meet its publication standards. **Retention of Material:** Electronic files will be retained up to one year following their use.

CONTRACTUAL AGREEMENT This agreement, entered into on the date shown below between The Junior League of Houston, Inc., hereinafter called "Publisher," and the Advertiser, will be a continuing agreement. Parties agree that the terms of this agreement will control. All notices required in this agreement shall be made by the Advertiser at the address of Publisher, shown below. Publisher shall give notice to Advertiser at the address of Advertiser and/or agency shown above left. All advertising will be charged at the rate set out in the Ad Sizes/Rates in use at the time this contract is accepted. By signing this agreement, Advertiser agrees that he has received a copy of the contract and agrees to abide by its terms and conditions. Closing dates for space reservation coincide with the contract deadline date. Artwork is due 15 days after the contract deadline. The Junior League of Houston, Inc. is not responsible for errors in advertisements submitted after the artwork/photo deadline. Refunds or credits will not be given. Ads will not be published without a signed contract. **The Junior League of Houston, Inc. reserves the right to repeat last standing ad or to charge for space not used if acceptable ad materials are not received by the materials deadline.** **Cancellations** — Cancellations or changes to the advertising contract will not be accepted after the contract deadline. Cancellations prior to the deadline must be received in writing, by mail or fax, to The Junior League of Houston, Inc. Verbal notification will not be accepted. No refunds will be made as set out in this agreement. **Payment is due before printing of publication.**

PLEASE RETAIN YELLOW COPY FOR YOUR RECORDS AND SUBMIT THE WHITE COPY BY MAIL OR FAX:

The Junior League of Houston, Inc., 1811 Briar Oaks Lane, Houston, Texas 77027; **Attn: Development Office or fax to 713.871.6658**

ADVERTISER OR AD AGENCY SIGNATURE

DATE

713.871.6697

FAX 713.871.6658

www.juniorleaguehouston.org

OUR SINCERE THANKS FOR YOUR SUPPORT!