



JUNIOR LEAGUE OF GREENSBORO

Women building better communities®

Ever Greene

The Magazine of the Junior League of Greensboro

EverGreene is the Junior League of Greensboro's signature publication. Behind the cover, you will find a magazine dedicated to the mission-driven efforts of the Junior League in the Greensboro, as well as featured interest stories. Approximately 2,000 copies are distributed to Junior League members, advisors, donors, community partners, elected officials, and local businesses.

The Junior League of Greensboro is an organization of 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.

We are now in year two of our multi-year partnership with Cone Elementary, a designated low-performing school here in Greensboro. 97% of Cone students qualify for free or reduced lunch, and 12% of the 465 students were homeless in 2012. Since our partnership began in 2013, JLG has funneled \$64,000 in community programs into the school, provided almost 2,000 bags of food for students in need through Backpack Beginnings, and JLG members have volunteered over 750 hours.

By supporting the Junior League of Greensboro, you are helping us to continue making a difference in our community. We thank you for partnering with us to make a positive impact in Greensboro.

2015 Ad Rates

Page	Dimensions (WxH)	B/W	Full Color
Back Cover	8" x 7.5"	\$865	\$1285
Inside Cover <i>(bleed on all sides)</i>	8.5" x 11" + 0.125"	\$760	\$1180
Full Page	7.75" x 10.25"	\$655	\$1075
Full Page w/ bleed <i>(bleed on all sides)</i>	8.5" x 11" + 0.125"	\$655	\$1075
1/2 Page	7.75" x 5"	\$550	\$815
1/3 Vertical-column	2.43745" x 10.25"	\$420	\$690
1/4 Page	3.75" x 5"	\$315	\$550
1/8 Page	3.75" x 2.375"	\$185	\$315

Advertising Contact

Christine Deaver
The Junior League of Greensboro
3101 West Friendly Avenue
Greensboro, NC 27408
(910) 431-2161; evergreeneads@gmail.com

Deadlines

Contracts should be submitted by **Oct. 20, 2014**
Ad layouts are due by **Nov. 15, 2014**

ARTWORK REQUIREMENTS: For the best reproduction quality, we prefer that you submit your ad digitally. Please save your finished layout as a PDF or JPG file and submit via email, CD-ROM, or DVD-ROM. Files can be emailed to evergreeneads@gmail.com. Files should be designed in the designated size according to the attached rate card.

Please account for a 0.125" bleed, if needed. All files must have a resolution of at least 300dpi. Color images should be set to CMYK. Files submitted in formats other than those listed here are subject to prepares production charges of \$65 per flat rate hour prepress.

*Advertising design and production is available for an additional \$65 per hour. Requests for these services must be submitted by **October 15, 2014**.*

ADOBE ACROBAT FILES (PDF): We recommend printing the PDF through the application being used to create the ad layout at the highest quality CMYK format.

LABEL YOUR MATERIALS: Be sure to include the layout artist's name, address, phone number(s) and email address(es). This is to ensure that any problems that may arise can be addressed and solved in a timely manner. If you have any questions, please call or email the Advertising Contact.

TERMS: Make check(s) payable to Junior League *EverGreene*. Payment is due within 30 days of billing date. Unpaid balance is subject to a surcharge of 1.5% per month.

CANCELLATION POLICY: Cancellations or changes to orders will not be accepted after deadline. Cancellation after the date will be billed. Cancellations must be submitted in writing and received by the Editor at the Junior League office before deadline. No verbal cancellations accepted.

LIABILITY: Advertisers assume liability for all content of advertisements printed, and also assume responsibility for any claims arising there from made against the publisher. All copy is subject to the approval of the Editor.

TECHNICAL QUESTIONS:

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