

JUNIOR LEAGUE OF  
**OKLAHOMA CITY**

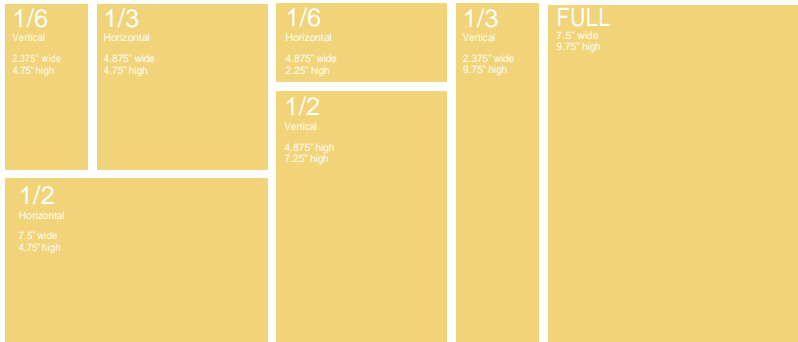
# *League***LINK**

**2019-2020 MEDIA KIT  
ADVERTISING RATE SHEET  
AND CONTRACT**

# STEP ONE: AD SIZE OPTIONS

AD SIZE	VERTICAL OR HORIZONTAL		STANDARD RATE
Full Page	N/A		\$500
Half Page	Vertical	Horizontal	\$250
Third Page	Vertical	Horizontal	\$200
Sixth Page	Vertical	Horizontal	\$100

AD DIMENSION	WIDTH	HIGH
Full Page	7.5"	9.75"
Half Vertical	4.875"	7.25"
Half Horizontal	7.5"	4.75"
Third Vertical	2.375"	9.75"
Third Horizontal	4.875"	4.75"
Sixth Vertical	2.375"	4.75"
Sixth Horizontal	4.875"	2.25"



# STEP TWO: PREP YOUR AD

**AVOID  
ADDITIONAL  
CHARGES!  
FOLLOW THESE  
INSTRUCTIONS!**

## Press Ready Material Requirements: Follow these steps to avoid additional charges

1. Provide a press-ready pdf (pdfx-1a), High resolution tiff or jpeg.
2. All photos must be in full color.
3. Embed all fonts or convert to outline.
4. Ad size must be correct.
5. Photoimages must be high resolution (300 dpi at actual size).
6. Include quality print at actual size
7. Supply all building files (Quark, InDesign, Illustrator etc.) along with all linked support files and fonts.

<p><b>DELIVERING YOUR AD:</b></p>	<p><b>Shipping Address:</b> Junior League of Oklahoma City League Link Editors 1001NW Grand Blvd., OKC, OK 73118 P: 405.843.5668 F: 405.843.0994</p>	<p><b>Email Your Ad:</b> leaguelinkeditor@gmail.com</p> <p><b>Upload Your Ad:</b> <a href="http://www.wcreative.biz">http://www.wcreative.biz</a></p>	<p>Please name your press ready file as follows: "Advertiser_Date_Size.pdf"</p> <p>Example: CookiesToGo_02-24-10_ThirdVert.pdf</p>
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## Additional Charges: If you have questions or need graphic services, call Steven Walker at 405.232.4440.

<p>A. ADS THAT ONLY NEED PRE PRESS ..... \$30 Ads that arrive already designed and produced. We generate a press-ready placeable file using your building files. Ads must include all building files, fonts and links. Layout files must be: InDesign, Quark, Illustrator or Photoshop. If you use any other type of program, refer to "B" for Production &amp; Prepress charges.</p>	<p>C. ADS THAT NEED CHANGES ..... \$50 We make change to existing digital ad and generate new press ready file.</p>
<p>B. ADS THAT NEED DESIGN AND/OR PRODUCTION WITH PRE PRESS Design, Production &amp; Prepress ..... \$150 (You supply copy, photos, logos etc) Production &amp; Prepress ..... \$75 (You supply design, copy, photos, logos etc.)</p>	<p>E. ADDITIONAL CHARGES &amp; SERVICES</p> <p>High Quality B&amp;W Scan ..... \$10 High Quality Scan from color slide ..... \$20 Illustration/Clipart ..... \$75 Photography Services ..... TBD</p> <p>If problems exist and time permits, we will request the ads be fixed to avoid extra charges; otherwise we will charge additional services to meet the deadline.</p>

# STEP THREE: AD CONTRACT

## Ad type and Cost (check boxes that apply with quantity and rates.)

SIZE	INSERTION DATES	RATE: REGULAR	QTY	Subtract 20% for 4 ads		SUBTOTAL
				ADJUSTMENTS		
<input type="checkbox"/> FULL	<input type="checkbox"/> FALL <input type="checkbox"/> SPRING	<input type="checkbox"/> \$500				\$ .
<input type="checkbox"/> HALF		<input type="checkbox"/> \$250				\$ .
<input type="checkbox"/> THIRD		<input type="checkbox"/> \$200				\$ .
<input type="checkbox"/> SIXTH		<input type="checkbox"/> \$100				\$ .
<b>GRAND TOTAL</b>						<b>\$ .</b>

WILL YOU BE USING THE SAME AD ALL YEAR?  YES  NO

SEND BILL TO:  ADVERTISER  AGENCY

Please make checks payable to **Junior League of Oklahoma City.**

### ADVERTISER

ADVERTISER \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_ EMAIL \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_

### AGENCY

AGENCY \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_ EMAIL \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_

SPECIAL INSTRUCTIONS

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## Positioning

Indicate on hard copy of ad which issue it should appear. Sign and date the hard copy. Include this information in the body of the e-mail message if sending the ad electronically.

## Deadlines for Reservations, Materials, and Payments

Payment and ad materials are required by the fifteenth day of the month two months prior to the issue.

## Distribution

League Link sent by regular mail to nearly 2,000 women volunteers in the metro area. This highly targeted readership includes Junior League volunteers and hundreds of potential members, sponsors, philanthropists and area businesses that receive League Link as an information tool in efforts to make our community a better place to live.

**League Link Facts** Number of issues yearly: Two - Four.

Average readership:

2,000+

Pass-along readership: 500+ (membership recruitment)

Promotional circulation:

1,300+ (media, sponsors, philanthropists, local businesses, etc.)

**Terms and Conditions** **Space Reservation** Advertisement is due the fifteenth day of the month two months prior to the issue. The League Link staff (the "publisher") may reject any advertisement. Advertisers will be billed after the issue for which they advertise has been published. Advertisers have 30 days to remit payment.

## Cancellations

Advertiser or Agency may cancel an order for advertising prior

to the material due date. The publisher must confirm the cancellation.

## Publisher Liability

The Publisher shall not be liable for any error beyond their control (i.e. printer error, pictures/ad materials submitted to publisher that are poor quality and do not print well). Advertisements accidentally omitted from or included in any particular issue or issues shall be compensated for either through make-ups or rate adjustments.

## Indemnifications

The Advertiser and Agency shall indemnify and hold harmless the Publisher, its officers, agents and employees against claims, suits, expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including

(without limitation) claims or suits for libel, violation of right of privacy, copyright infringement or plagiarism.

## Advertising Rate Sheet

The Advertiser and Agency hereby acknowledge that they have received and read the Publisher's "Advertising Rate Sheet." To the extent not inconsistent with the terms and conditions in the "Advertising Rate Sheet" in effect on the contract's signature date are hereby incorporated into these conditions.

## General

- a. The Publisher shall not be bound by any condition, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with the provisions set forth herein.
- b. All advertisements are

published by the Publisher on the representation of the Advertiser or Agency that both are authorized to publish the entire content and subject matter of the advertisement.

- c. Publisher reserves the right to insert the caption "Advertisement" above any advertisement that simulates editorial content.
- d. This contract contains the entire agreement between the parties, relating to the subject matter herein contained, and no change or modification of any of its terms and provisions shall be effective unless made in writing and signed by both parties.



## RETURN CONTRACT AND AD MATERIALS TO:

LEAGUE LINK

ATTN: LEAGUE LINK EDITORS

JUNIOR LEAGUE OF OKLAHOMA CITY, 1001 NW GRAND BLVD., OKC, OK 73118

PHONE: (405) 843.5668, EMAIL: [Leaguelinkeditor@gmail.com](mailto:Leaguelinkeditor@gmail.com)

X

AUTHORIZED SIGNATURE

DATE