



**THE JUNIOR LEAGUE OF  
CORPUS CHRISTI, INC.**  
*Women building better communities®*

**CURRENTS & TIDES**

**Advertiser Information**

Advertiser \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Contact \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email Address \_\_\_\_\_

**WHAT IS "CURRENTS"?**

*Currents* is a monthly newsletter produced by the Junior League of Corpus Christi, Inc. for its membership. The newsletter is electronically distributed 10 times per year to approximately 400 households across the Coastal Bend.

CURRENTS AD RATES	PER ISSUE	CURRENTS TOTAL
SIZE: BUSINESS CARD		
3 ISSUES	\$ 20	\$ 60
5 ISSUES	\$ 15	\$ 75

\*Artwork should be attached or sent electronically to brookemon@hotmail.com

**WHAT IS "TIDES"?**

*TIDES* is the annual magazine published each summer by the Junior League of Corpus Christi, Inc. The magazine is distributed to approximately 1,000 households across the Coastal Bend, various community leaders and organizations, and local businesses.

TIDES AD RATES		
SIZE		
FULL PAGE (7.5" x 10")	\$275	\$ 550
1/2 PAGE (7.5" x 5") horizontal	\$187	375
1/4 PAGE (3.75" x 5")	\$137	275
<b>SPECIAL POSITION RATES</b>		
BACK COVER	\$375	\$ 750

**CURRENTS**

**TIDES**

# OF ISSUES	AD SIZE	RATE
	BUSINESS CARD	
NA		

Total Cost of Advertising \$ \_\_\_\_\_

\* Make checks payable to Junior League of Corpus Christi, Inc.

**2009-2010 Advertising Policies & Procedures**

**ELECTRONIC REQUIREMENTS:**

Artwork is to be supplied directly to the League's Publishing Chairman, in a camera-ready, electronic format. Camera-ready format is defined as a copy that does not require any alterations, additions or changes in order to produce the ad.\* Files should be electronically transferred to brookemon@hotmail.com

Remember to clearly state the advertiser name and specific issue for ad insertion.

**AD SPECIFICATIONS:**

The following types of graphic files are accepted: EPS files created using Illustrator **with all font files supplied** or fonts converted to outline; TIF files created using Photoshop; PDF files created using Pagemaker or InDesign with **all fonts embedded**. Files created using Adobe PDF are also acceptable with **all fonts embedded**. **Files created in Publisher, Quark, Corel Draw or Word will NOT be accepted.** Color images must be CMYK.

**AD POSITIONS & CONTENT:**

The Junior League of Corpus Christi, Inc. reserves the right to modify ad positions per issue, with the exception of cover ads and those ads for which guaranteed placement is contracted. The League reserves the right to decline any text, graphics or photography, and will not accept any political ads. In the event that an advertiser fails to meet the specified deadline for camera-ready artwork, the League reserves the right to run a previously printed advertisement. The advertiser remains responsible for full payment of this insertion. Additionally, any fundraiser advertisements **MUST** state the purpose and beneficiary of the funds.

**AD CONTRACT & CANCELLATION:**

An advertising agreement must be received and approved by the League prior to ad placement. Cancellations of ad insertions after completion and approval of an advertising agreement require at least one week's written notice prior to the applicable ad deadline. If timely written notice is not received, the Advertiser will be invoiced for 50 % of the agreed upon ad cost.

**PAYMENT TERMS & CONDITIONS:**

Advertisers are invoiced upon signing the Advertising Agreement. Payment is expected within 30 days of the invoice date. No subsequent advertisements will be inserted for advertisers who are two or more payments in arrears, and advertisers are responsible for payment of contracted ad costs for insertions not placed due to unpaid invoices.

\*If any alterations or adjustments need to be made to the ad, there will be a flat \$50.00 per hour fee for these changes.

Please retain a copy for your records and submit original to:

**JUNIOR LEAGUE OF CORPUS CHRISTI, INC.**  
**Attention: Brooke Montes, Publishing Chairman**  
4050 Weber  
Corpus Christi, Texas 78411  
(361) 884-3000 (361) 884-3552 fax  
www.jlcc.org

ADVERTISER SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

*With my signature, I hereby agree to all advertising costs and the 2009-2010 Junior League of Corpus Christi, Inc. Advertising Policies and Procedures.*