

TIDES

Advertiser Information:

Advertiser

Street Address

City State Zip

Contact Title

Phone Fax

Email Address

WHAT IS "TIDES"?

Tides is an annual magazine produced by the Junior League of Corpus Christi, Inc. This magazine is distributed to approximately 500-1000 households throughout the Coastal Bend area and to various community leaders, organizations, and local businesses.

Tides Ad Specifications:

TIDES AD RATES SIZE	INCLUDING COLOR
Full Page (8.5" X 11" with .125 bleed on all sides)	\$350
½ Page Horizontal (8.5" X 5.25")	\$250
½ Page Vertical (4" X 11")	\$250
¼ Page (2.12" X 2.7")	\$175
1/8 Page (4" X 2.5")	\$100
Inside Cover or Inside Back Cover	\$500
Back Cover	\$750

Please specify the size of ad:

Total Cost:

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

JUNIOR LEAGUE OF CORPUS CHRISTI, INC.
Attention: PUBLISHING 4050 Weber Road
Corpus Christi, Texas 78411
P: (361) 884-3000 F: (361) 884-3552
www.jlcc.org

2017-2018 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 publishing@jlcc.org

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 InDesign with a minimum resolution of 300 or 500 with all fonts embedded. Files created using Adobe PDF are also acceptable with all fonts embedded. Files created in Publisher, Quark 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 \$50.00 per hour fee for these changes.

ADVERTISER SIGNATURE DATE