



Junior League of Mobile

# FOLIO

A community publication of the Junior League of Mobile

57 N. Sage Avenue  
Mobile, AL 36607  
P: (251) 471-3348  
F: (251) 471-3340  
[juniorleaguemobile.org](http://juniorleaguemobile.org)

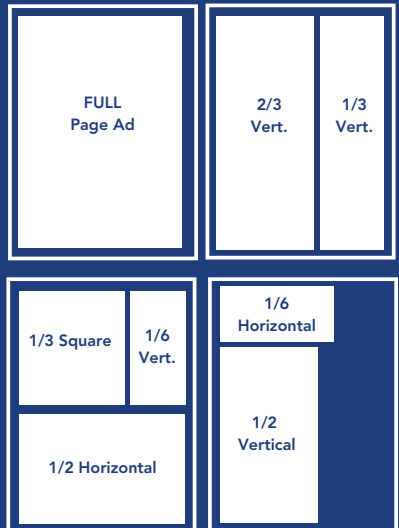
Folio is published twice a year: Fall and Spring. It has a circulation of over 2,500 that includes Junior League of Mobile members, community leaders, business owners, corporations, individuals, medical offices and many more. Through feature stories and interviews, folio reports on Junior League of Mobile's activities and critical issues facing our community. Our professionally designed, award-winning magazine is one of the premier publications in the Mobile and Eastern Shore communities.



## AD SIZES & RATES

\*All ads include four color or B&W

	x1 Issue:	x2 Issues:
(SELECT AD SIZE)	(CIRCLE ONE)	
○ Back Cover (7.5" w x 6" h)	\$1,000	\$925 ea
○ Inside Front Cover	\$900	\$800 ea
○ Inside Back Cover	\$850	\$750 ea
○ Centerfold (17" x 11" h) 17.25" x 11.125"	\$1,160	\$925 ea
○ Full Page No Bleed (7.5" w x 10" h)	\$775	\$660 ea
○ Full Page with Bleed 8.75" w x 11.25" h (Trim Size: 8.5 x 11)	\$825	\$700 ea
○ 2/3 Vertical (4.95" w x 10" h)	\$675	\$575 ea
○ 1/2 Horizontal (7.5" w x 4.95" h)	\$600	\$460 ea
○ 1/2 Vertical (3.6" w x 7.45" h)	\$500	\$400 ea
○ 1/3 Vertical (2.39" w x 10" h)	\$525	\$430 ea
○ 1/3 Square (4.95" w x 4.95" h)	\$465	\$375 ea
○ 1/6 Horizontal (3.6" w x 2.39" h)	\$400	\$325 ea
○ 1/6 Vertical (2.39" w x 4.95" h)	\$400	\$325 ea



# MECHANICALS

Page trim size is 8.5" x 11"

All live copy should be 1/4" away from trim dimensions on all sides. No safety necessary for live matter in gutter on spread bleed ads. Maximum density for four-color process is 300%.

Output from disk: folio is produced using Adobe InDesign C85 for Mac. Files for ads can be accepted in the following formats:

- High-resolution PDF file (preferred)
- High-resolution image file (tiff or jpeg)
- Other formats, such as Microsoft Publisher, PowerPoint or Word, will require rebuilding of the ad. Fees are based on ad layout charges as noted above.

**Ads need to be emailed to [folio@juniorleaguemobile.org](mailto:folio@juniorleaguemobile.org)**

## ADVERTISING CONTRACT

Advertiser: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Billing Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

CAMERA READY ARTWORK IS REQUIRED. JLM's graphic designer is available for an additional fee.

Need graphic design assistance? ☐ YES ☐ NO

**SELECT PUBLICATION:**

- ☐ Fall Issue 2022  
☐ Spring Issue 2023

**AD CONTRACT DUE:**

August 25, 2022  
January 9, 2023

**DEADLINE TO SUBMIT AD:**

September 1, 2022  
January 16, 2023

**PUBLICATION DATE:**

October 2022  
April 2023

**\*Ads received AFTER deadline will be charged 20% fee to cover the extra graphic design work required to incorporate late ads into magazine.**

**TERMS:**

1. All advertising changes will be invoiced on the publication date and are payable within thirty (30) days of invoice. If payment is not made by due date, folio reserves the right to cancel any reservation made by the advertiser for space in subsequent issues.
2. A service charge of 1.5% of the unpaid balance will be added each month to all amounts not paid within thirty (30) days of invoice date.
3. If an advertiser's account is delinquent and placed with an attorney or collection agency, the advertiser agrees to pay all costs of collection, together with accrued interest, plus court costs and a reasonable attorney's fee.
4. Neither the Junior League of Mobile, Inc. nor any of its members, agents, or employees will be responsible for any losses, liability or damage sustained due to errors in advertisements, the content of advertisements or for any other claims but will be liable for the actual cost of space required to correct an error. It is further agreed that no other liability on the part of Junior League of Mobile, Inc. shall arise by reason of this advertising contract or the dealings between advertiser and the Junior League of Mobile, Inc., and advertiser hereby expressly releases Junior League of Mobile, Inc. and its members, agents, and employees from any liability.
5. Even if the ad is a group ad, the advertiser acknowledges responsibility for payment in full of all charges.

We wish to advertise in folio for the issues mentioned in this contract. We understand folio must have our ad by the appropriate deadline or it will not be printed. Advertisers who sign a 2-issue contract are responsible for submitting updated ad copy by the appropriate deadline. If new ad copy is not provided by the deadline, folio reserves the right to pick up copy from previously run advertisement.

ACCEPTED BY THE ADVERTISER: Name: \_\_\_\_\_ Date: \_\_\_\_\_

**Mail payment to: folio ADVERTISING**  
**57 N. Sage Avenue, Mobile, AL 36607**  
**Fax completed contracts to: (251) 471-3340**  
**FOLIO Ad Manager: Shellie Teague**  
**[folio@juniorleaguemobile.org](mailto:folio@juniorleaguemobile.org)**

- ☐ Same ad for two (2) issues  
☐ New ad each issue

Date contract recd: \_\_\_\_\_

Date artwork recd: \_\_\_\_\_

Ad Manager Initials: \_\_\_\_\_