



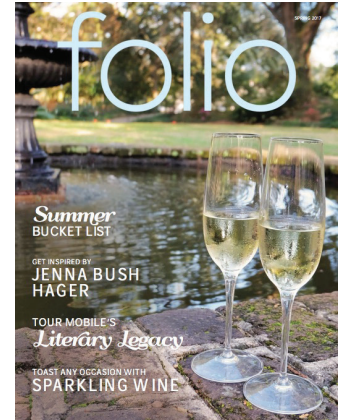
Junior League of Mobile

FOLIO

A community publication of Junior League of Mobile

MEDIA KIT

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About Junior League of Mobile

Junior League of Mobile (JLM) is an organization of women committed to promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

Junior League of Mobile contributes over \$1 million dollars per year in volunteer time and money to support 15 community programs with 6 different non-profit agencies in the Mobile and Baldwin county communities. In addition, JLM trains volunteers to become community and civic leaders through service and voluntarism.

About FOLIO

Serving as the voice of Junior League of Mobile, FOLIO - through feature stories, interviews and profiles - reports on the organization's activities and charitable initiatives as well as critical issues facing the community. The magazine will continue to be published twice a year with the fall edition featuring two print runs - one in late September which will include the BluePass guide and one in late October with the Christmas Jubilee Market program. The spring FOLIO is set for March 2019 distribution.

For 2018, FOLIO will be printed in the distinctive 9x9 square format debuted with the 2017 Christmas Jubilee program. The magazine will feature a UV-coated cover section and high quality full color gloss finish throughout its 40 plus pages. The BluePass guide and Christmas Jubilee inserts will be digest-sized and include all the information needed to get the most out of both of these signature Junior League of Mobile events.

Total distribution is 6,000 copies with circulation to all Junior League of Mobile members in addition to community leaders, business owners, corporations, individuals, medical and professional offices and select retail shops.

About Christmas Jubilee

Junior League of Mobile is hosting its 34th annual shopping market, Christmas Jubilee, at the Mobile Convention Center, November 14-17, 2018. Christmas Jubilee features over 100 merchants who sell to a crowd of more than 10,000 attendees from across the Gulf Coast. As one of JLM's fund raisers, Christmas Jubilee is vital to our efforts in supporting and partnering with community agencies such as St. Mary's Home, Feeding the Gulf Coast, Dumas Wesley Community Center, Prodissee Pantry Food Program, The Joseph Project, and Distinguished Young Women.



About BluePass

Junior League of Mobile's BluePass, an annual 10-day shopping event, takes place October 12-21 with over 250 shops, galleries, restaurants and businesses offering 20% discounts to pass holders. Proceeds from the sale of the passes (\$40 each) fund Junior League of Mobile's mission of promoting voluntarism, developing the potential of women, and improving the Mobile and Baldwin Communities.



AD SPECIFICATIONS & RATES

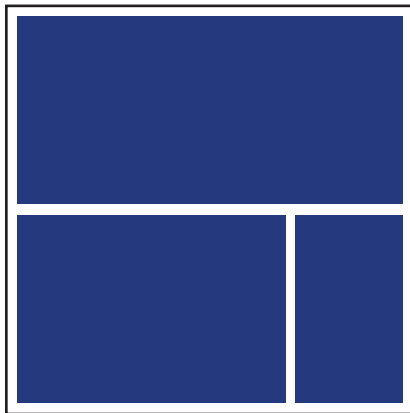
AD DEADLINES: AUGUST 25 - FALL ISSUE & JANUARY 15 - SPRING ISSUE

Back Cover	Single Issue \$1,000	Both Issues \$925 each
Inside Cover (Front or Back)	Single Issue \$900	Both Issues \$800 each
Centerfold	Single Issue \$1,160	Both Issues \$925 each
Full Page	Single Issue \$775	Both Issues \$660 each
Half Page	Single Issue \$600	Both Issues \$460 each
Third Page.....	Single Issue \$525	Both Issues \$430 each
Sixth Page.....	Single Issue \$400	Both Issues \$325 each



Full Page Ad - No Bleed:
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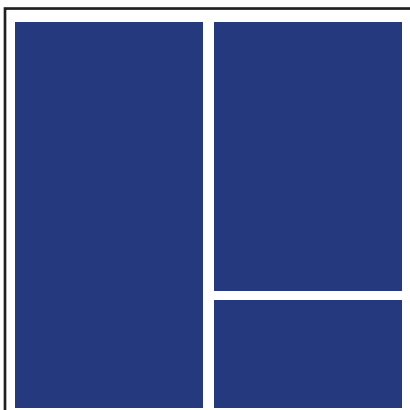
Full Page Ad With Bleed:
Ad Trim Size: 9" x 9" (document size)
Ad With Bleed Size: 9.25" x 9.25 (set bleed to 0.125)
Live Area Size: 8.25" x 8.25" (set margins to 0.375)



Half Page Horizontal:
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Sixth Page Vertical:
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Ad Delivery: Email, Dropbox, or via CD, DVD or flash drive.

DESIGN SERVICES AVAILABLE:
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