



Dear Potential Advertiser,

The Junior League of Collin County offers an opportunity for local merchants to support our organization and mission by advertising in our annual publication. *Legends & Legacies* is a full color 8.5" x 11" magazine published each November and distributed year-round.

There are a number of advertising options, including limited premium placement positions. *Legends & Legacies* advertising provides your ad with wide distribution, showing that your business supports the projects and programs of the Junior League of Collin County, and contributes to the impact made in our community.

The Junior League of Collin County publishes and distributes copies of *Legends & Legacies* to the following:

- 13,000+ attendees of the annual 'Neath the Wreath Holiday Gift Market;
- 900+ Junior League of Collin County members; and
- Sponsors and community agencies throughout Collin County.

The Junior League of Collin County promotes volunteerism and impacts our community through community outreach projects and initiatives in 2018-2019 which will impact over 60 local partner agencies and thousands of Collin County residents. The Junior League of Collin County remains committed to developing the potential of women and provides trained volunteers throughout the community. By choosing to advertise in *Legends & Legacies*, you help make this community impact possible.

As an advertiser, you will receive complimentary copies of the magazine to distribute at your business location. The deadline for advertising contracts, payment, and ad copy is September 1, 2018. The enclosed contract and ad rate sheet provide details for this year's advertising options. We are committed to providing a high-quality publication and a unique opportunity to reach the leaders of Collin County.

You may view our most recent publication and make payment online at [www.jlcollincounty.org/support](http://www.jlcollincounty.org/support) under Advertise With Us. If you are interested in premium placement or have any questions, please contact the Publications Chair at [publications@jlcollincounty.org](mailto:publications@jlcollincounty.org).

Sincerely,

Shannon Kmak  
President 2018-19  
Junior League of Collin County

Heidi Olinghouse  
Publications Chair 2018-19  
Junior League of Collin County



2018-2019 Junior League of Collin County  
*Legends & Legacies* Magazine  
 Ad Rate Sheet and Contract

<i>Legends &amp; Legacies</i> Ad Rates				Ad Mechanical Requirements	
<i>Please indicate your selection with a check mark.</i>				<i>Please include the following items when submitting your camera-ready ad copy:</i>	
Ad size	Dimensions (w x h)	Price	Mark selection	<ul style="list-style-type: none"> <li>• Computer generated artwork, preferred on PC compatible CD-Rom. You may email artwork to: <a href="mailto:adsales@jllcollincounty.org">adsales@jllcollincounty.org</a> or mail to the address listed below.</li> <li>• PMS colors will be printed with four-color process, so please specify as CMYK. A color proof must accompany disk. 133-line screen is recommended. Spot colors are not available so please convert all PMS colors to four-color process.</li> <li>• Supported programs are as follows:               <ul style="list-style-type: none"> <li>* Adobe Photoshop (.tif or .jpg)</li> <li>* Adobe Illustrator</li> <li>* EPS file created using a postscript point driver</li> </ul> </li> <li>• All fonts (including printer and screen fonts) and supporting graphics should be on disk. Graphics should be in eps, jpg, pdf or tif. Graphics should be scanned in at 300 dpi (to be printed on 133-line screen) and at 100% of desired published size. Line art should be at 1200 dpi.</li> <li>• All disks should be accompanied by a laser print of the advertisement.</li> </ul>	
Back cover*	8.75 x 11.25"	\$1735			
Inside front cover*	8.75 x 11.25"	\$1155			
Inside back cover*	8.75 x 11.25"	\$1155			
Page One*	7.5 x 10"	\$925			
Last page*	7.5 x 10"	\$925			
Full Page	7.5 x 10"	\$695			
Half Page Vertical	3.5 x 10"	\$520			
Half Page Horizontal	7.25 x 4.5"	\$520			
Quarter Page	3.5 x 4.5"	\$345			
Business Card	3.5 x 2.25"	\$150			

\*Premium position based on availability.

**Important Deadlines**

Contract and Payment: September 1, 2018  
 Ad copy: September 15, 2018 (by email or CD)

Mail to:  
 Junior League of Collin County  
 Attn: L&L Editor  
 5805 Coit Road, Suite 301  
 Plano, Texas 75093  
 972.769.0557

Questions? Contact *Legends & Legacies* Editors – [adsales@jllcollincounty.org](mailto:adsales@jllcollincounty.org)  
 To see past editions of *Legends & Legacies* or pay online, visit [www.jllcollincounty.org/advertisewithus](http://www.jllcollincounty.org/advertisewithus)  
*Please see Ad Mechanical Requirements for items to include when sending ad copy.*



Junior League of Collin County
Legends & Legacies Advertiser Contract

Contract and Payment due: September 1, 2018

Contract Date
Pymt Rec'd \$
Check #
Entered:

Contact Name Contact Phone

Company Name (as to appear in print)

Alphabetized Letter in L&L Index Contact Email

Address

City State Zip

Artwork Dept./Contact Phone Fax

Department or Individual to be billed

Billing Address Email Address

City State Zip

Camera Ready artwork and any production inquiries should be directed to:
JLCC Legends Editors at adsales@jllcollincounty.org

- 1. Space orders are due on or before the closing date...
2. JLCC reserves the right to reject or cancel any ad...
3. Prepayment is required. All rates are net...
4. Artwork must be in a format as described...
\* Payment and copy must be received by deadlines...

\* Payment may be made by check payable to Junior League of Collin County or online with credit card at https://www.jllcollincounty.org/advertisewithus

Click on "2018 Legends Payment link" to choose your advertising option. All credit card payments are processed securely through PayPal.

I have read and understand JLCC's Legends & Legacies Advertising Policy and Ad Mechanical Requirements. This contract serves as my ad space reservation. I will mail payment to JLCC for the following amount.

Please indicate the amount(s) checked on Ad Rate Sheet and enter the total here: \$

Signature of Authorized Representative for Advertiser Date

JLCC Representative Signature & Phone Date

The Junior League of Collin County is a charitable organization under the Internal Revenue Code, Section 501(c)(3). Funds raised benefit the projects and programs of the Junior League of Collin County.

Junior League of Collin County, 5805 Coit Road, Suite 301, Plano, TX 75093
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