



The CRI ER, the official magazine of the Junior League of Charlotte, is a high-quality, four-color publication. When you advertise in The CRI ER, you will reach thousands of households, including Junior League members, who are a diverse group of women, predominantly ages 25-54, local leaders, area businesses, and community partners in the Charlotte-metro area. The CRI ER provides a unique connection between you and the local community.

Distribution per Issue: Over 3,500, including Junior League Members, local leaders, area businesses and community partners.

Publication Dates: The Crier prints quarterly. The target dates for delivery are:

- Fall: 09/15/06
- Winter: 12/07/06
- Spring: 03/29/07
- Summer: 06/22/07

Ad Formats: All ads submitted must be camera ready or in digital format 4-color or grayscale, flattened digital file, PDF, EPS, or TIF file and at least 300 dpi

Ad Size and Pricing:

Rates: Ad Size	Approximate Size	B&W	B&W	Color	Color
		Each Issue	All 4 Issues	Each Issue	All 4 Issues
Full Page (special placement)		\$965	\$3500	\$1760	\$6400
Full Page		\$710	\$2575	\$1405	\$5115
¾ Page	7 ¼" x 7 ¼"	\$550	\$1980	\$1125	\$4095
½ Page horizontal or vertical	7 ¼" x 4 ½"	\$388	\$1415	\$775	\$2815
1/3 Page Square	4 ¾" x 4 ¾"	\$290	\$1055	\$575	\$2000
¼ Page horizontal or vertical	4 ¾" x 3 ½"	\$250	\$875	\$480	\$1740
1/9 Page vertical	2 ¼" x 3"	\$117	\$415	\$225	\$820

Advertiser may add 10% to the appropriate rate to guarantee placement if the space has not been previously reserved.
5% discount with prepayment in full for all 4 issues.

¾ Page 7 ¼" x 7 ¼"

Color per issue \$1125

Color all issues \$4095

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B/W per issue \$388

B/W all issues \$1415

Color per issue \$775

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