



JUNIOR LEAGUE OF MEMPHIS

Women building better communities

VOLUNTEER VOICES

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Published and distributed twice a year, *Volunteer Voices* has a readership of more than 10,000 and has been a cherished publication of the Junior League of Memphis (JLM) for more than 60 years.

With a new look, this complimentary magazine truly is the "voice" of the JLM – showcasing the community outreach projects and featuring high quality, informative articles of interest both to JLM members and the community it serves.

Volunteer Voices is mailed directly to members of JLM and presidents of other leagues across the country. Additionally, the magazine is sent to a list of Mid-South community and business leaders. *Volunteer Voices* is also distributed at multiple Memphis locations.

While the audience is primarily female, content is designed to interest both male and female readers. Affluent, educated and empowered, the *Volunteer Voices* reader represents a desirable target for advertisers at a great value.

AT A GLANCE

Circulation	5,000
Audience	12,000
Female/Male	80/20
Target Market	Age 21-70
Median Age	40
Median HHI	\$100,000

CIRCULATION INFORMATION

2,100	Mailed to JLM members, advertisers
800	Mailed to Community Leaders
2,000	Placed in display racks at: Baptist Women's Hospital Children's Museum of Memphis, Davis Kidd Booksellers, Memphis Library Info Hub, grocery stores, bank branches and others.

Volunteer Voices is also available at www.jlmemphis.org.

PAGE UNIT SIZES

Publication Trim Size	8.5 w x 11 h inches	
Full Page	bleed:	8.75 w x 11.25 h
	non-bleed:	7.5 w x 10 h
2/3 Page Vertical	4.875 w x 10 h	
1/2 Page Horizontal	7.5 w x 4.875 h	
1/2 Page Vertical	4.875 w x 7.25 h	
1/3 Page Square	4.875 w x 4.875 h	
1/4 Page Vertical	3.625 w x 4.875 h	
1/6 Page Horizontal	4.875 w x 2.5 h	

ADVERTISING RATES (effective June 8, 2009)

Size Style		1x	2x(+)
Full Page	Color	1040	965
	B/W	825	770
inside/back cover		1100	1030
2/3 Page	Color	900	850
	B/W	700	650
1/2 Page	Color	770	700
	B/W	640	580
1/3 Page	Color	660	600
	B/W	520	450
1/4 Page	Color	520	445
	B/W	375	320
1/6 Page	Color	385	330
	B/W	330	275

Special placement requests (other than inside/back cover) are charged an additional \$75.

FORMATTING GUIDELINES

Files are accepted in the following formats (Macintosh (preferred) or PC platforms)

Adobe InDesign • Adobe Illustrator • Adobe Pagemaker • PDF • Macromedia Freehand • Quark XPress

(Note: Files in PDF format MUST be distilled with "Press" settings selected to ensure high-resolution art and all fonts must be embedded in file. Also note PDF files cannot be modified once received, so any changes or corrections will require a new PDF file.)

Microsoft Word, Powerpoint and Corel Draw files will be accepted, but will require additional manipulation for correct output.

Additional charges will apply (\$50 per change). Please include all linked files to your document, including all artwork and fonts. Artwork should be a minimum of 300 dpi and in CMYK or grayscale color mode.

2010 Closing Ad Sales Dates / Publication Available Dates (dates are subject to change)

Fall 2010: Aug 15/ Oct 1 • Spring 2011: Feb 13 / Apr 6

To advertise in *Volunteer Voices*, call 901-452-2151 or email us at volunteervoices@jlmemphis.org