

JUNIOR LEAGUE MAGAZINE

THE WALDORF-ASTORIA • 305 PARK AVENUE
NEW YORK CITY

•
Telephone: Eldorado 5-8030

MRS. CHARLES A. LINDLEY, Editor
MRS. JAMES M. FARR, III, Associate Editor
MAUD GOULD, Managing Editor

Dear Margaret:-

Emily Farr has given me your letter of February 18th regarding Miss Laura Gilpin because it involves advertising, and I am enclosing our rates for advertising space.

The booklet you enclosed looks very interesting indeed and I have turned that over to Olive Lyford, who is the head of Arts and Interests. Miss Lyford may possibly hear of a League that would be interested in the slides.

Very sincerely,

Maud

Miss Margaret Fertig
Broadmoor
Colorado Springs, Colo.

February 26 1935.

New York, N. Y.
The Waldorf-Astoria
305 Park Avenue
Tel. ELdorado 5-4380

JUNIOR LEAGUE MAGAZINE

No. 8
MONTHLY—Except
August and September
Rate card revised November 20, 1934
In Effect with March 1935, issue

1—GENERAL ADVERTISING

- a. One page\$400.00
½ page 210.00
¼ page 105.00
⅛ page 52.50

Copy will be accepted only in above standard sizes. (Departmental Advertising excepted.)

b. COVERS AND COLOR PAGES

- Back Cover (4 colors).....\$1,000.00
Inside Covers (4 colors)... 700.00
Color Pages (4 colors)..... 700.00
COVERS—(printed on cover stock.)
COLOR PAGES—(printed on regular body stock.)

Special color combinations and rates available on request.

- c. DISCOUNTS. Schedule of discounts below apply to space used within one year from date of first insertion in

pages, half pages, quarter pages, eighth pages, or multiples.

d. SCHEDULE OF DISCOUNTS

Black and white and four color process.

		<i>B. & W. after</i>	<i>Covers after</i>
	<i>Percent</i>	<i>Discount</i>	<i>Discount</i>
3 pages....	5%	\$380	\$665
5 pages....	10%	360	630
10 pages....	15%	340	595

Discounts on half pages or less in schedule are figured on basis of rates under 1a.

- e. NOTE—Combined black and white and color schedules earn the discount.

No discount allowed on back cover,

but space can be counted as part of schedule to earn discount on other pages.

- f. Orders specifying positions other than those known as “preferred” are not accepted. Orders for color pages specifying “right” or “left” are not accepted.

- g. Orders for cover pages are non-cancellable. Other color pages non-cancellable after 90 days before color closing date. No black and white space cancellations accepted after closing date.

- h. A new rates applies immediately to all business not previously covered by a formal order giving definite dates and space. If an advertiser cancels any portion of a contract, such cancellation automatically nullifies any rate protection for the remainder of the contract.

2—DEPARTMENTAL ADVERTISING RETAIL STORES, SHOPPERS' COMPASS, SCHOOLS and CAMPS Special Rates Available on Request.

3—READING NOTICES

Not accepted.

4—COMMISSION AND CASH DISCOUNT

a. Agency commission, 15%.

b. Cash discount, 2%.

c. Cash discount date, 25th of month preceding date of issue. (October 25th for November issue.)

5—MECHANICAL REQUIREMENTS

a. Size of Plates: Cuts for single column width must not measure over 2 ins., for double column $4\frac{1}{8}$ ins.

b. Type space—

Plates exceeding these measurements cannot be accepted.

Full page $11\frac{1}{4}$ " deep by $8\frac{5}{16}$ " wide
 $\frac{1}{2}$ page (4 col.) $5\frac{1}{2}$ " deep by $8\frac{5}{16}$ " wide
 $\frac{1}{2}$ page (2 col.) $11\frac{1}{4}$ " deep by $4\frac{1}{8}$ " wide
 $\frac{1}{4}$ page (2 col.) $5\frac{1}{2}$ " deep by $4\frac{1}{8}$ " wide
 $\frac{1}{4}$ page (1 col.) $11\frac{1}{4}$ " deep by 2" wide
 $\frac{1}{8}$ page (2 col.) $2\frac{3}{4}$ " deep by $4\frac{1}{8}$ " wide
 $\frac{1}{8}$ page (1 col.) $5\frac{1}{2}$ " deep by 2" wide

c. Four columns to a page, 158 lines to a column.

d. Published monthly, except August and September.

e. Black and white closing date: 1st of month preceding date of issue. Example: October issue, September 1st.

f. Color closing dates (for covers and color pages)—1st of second month preceding date of issue. Example: October issue, August 1st.

g. Original halftones required—133 or 120 screen. Blocked original plates must be furnished.

h. Original zincs required.

i. Register marks must appear on all plates for more than one color.

j. Four-color rotation: Transparent yellow, red, blue, and black.

k. Two sets of progressive color proofs must be furnished on our regular stock. We supply this stock gratis on request.

6—CIRCULATION

a. A member of A. B. C.

b. Character of circulation: "CLASS" circulation. The Junior League Magazine is a "journal of youthful opinion." It mirrors the personal interests of the most distinguished group of active young

modern women of wealth and social position in America and Canada between the ages of 18 and 40 by presenting articles and essays, written by Junior League members, on subjects of current interest and on Fashions, Society, Art, Theatre, and Books, as well as Junior

League activities everywhere.

c. Locality of Circulation: Concentrated in 129 major cities in the United States and their suburbs, 6 leading Canadian cities, Mexico City and Honolulu.

d. In circulation 25th of month preceding date of issue.

7—MISCELLANEOUS

a. Junior League Magazine reserves the right to reject such advertising as it deems inappropriate to its columns, and to stipple all cuts which print a solid background, although made with screen.

b. Established in 1911.

c. Subscription \$2.50 per year, 30 cents single copy.

d. Publishers: Association of the Junior Leagues of America, Inc.

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ROBERT W. CARNAHAN
Advertising Manager

The Waldorf-Astoria, 305 Park Avenue
New York, N. Y. Telephone ELdorado 5-4380

(Prepared in conformity with "Standard Rate Card" of American Association of Advertising Agencies)