



2003 Media Guide

Purpose of this Guide

This guide was developed for those wishing to advertise their business, products, and services to the Alexandria Jaycees, via its website at <http://www.alexjaycees.org>, or its monthly newsletter.

For more information, please contact Ericka Claflin, 2003 Communications Vice President, at communications_vp@alexjaycees.org.

Newsletter

The Alexandria Jaycees Newsletter is an 8 to 12 page publication mailed or e-mailed monthly to over 200 subscribers who are generally between 21 and 39 years of age, residing in the Alexandria, Virginia metro area. Its articles include how-to's, information about upcoming events, and general chapter business.

To view the latest edition, visit <http://www.alexjaycees.org/newsletter.htm>.

Newsletter Ad Rates & Mechanical Requirements

All ads are black & white. Dimensions are w x h.

Ad Size	1 insertion	3x*	6x*	12x*
Business card 3.5" x 2"	\$10	\$27	\$48	\$96
1/4 page 3.75 x 4.75"	\$40	\$108	\$192	\$384
1/2 page 7.75" x 4.75"	\$60	\$162	\$288	\$576
Full page 7.75" x 10"	\$100	\$270	\$480	\$960

*Reflects a 10% discount for ads running 3 - 5 months/20% discount for ads running for 6 - 12 months.

Publishing Schedule & Closing Dates

- The newsletter is published monthly on the 25th.
- Space reservation deadline: the 10th of the month preceding the issue date.
- Advertising materials deadline: the 15th of the month preceding the issue date.

Mechanical Requirements

- You may provide camera-ready copy using white paper with black ink; mail to: Alexandria Jaycees, PO Box 1836, Alexandria, VA 22313, Attn: Advertising.
- You may also e-mail your ad in PDF format to newsletter@alexjaycees.org.

Website

The Alexandria Jaycees website, <http://www.alexjaycees.org>, receives over 8,400 visitors each month. The website is used by young professionals primarily within the Alexandria, VA area, but also by those looking to relocate to the area.

The website's major sections are:

- About Us (organizational structure, history, Board & other contacts)
- Join
- Events (calendar, event-specific pages)
- Communications (newsletter, listserv, press releases)
- Resources (forms download, logos, awards, Jaycees jargon)
- Photos
- Links

Web Site Ad Rates & Mechanical Requirements

Ad Size	1 month	3x*	6x*	12x*
Full banner 468 x 60 pixels	\$75	\$203	\$360	\$720
Half banner 300 x 72 pixels	\$50	\$135	\$240	\$480
Button ad 100 x 100 pixels	\$25	\$68	\$120	\$240

*Reflects a 10% discount for ads running 3 - 5 months/20% discount for ads running for 6 - 12 months.

Home page: Add 25% premium to the base rate.

Publishing Schedule & Closing Dates

- Ongoing/continuous

Mechanical Requirements

- File size: 25k or smaller
- Format: .gif, animated .gif, or .jpg
- Colors: web-ready/RGB palette
- Please e-mail your ad to communications_vp@alexjaycees.org

Placement Options

- Button ads may be placed only in the left-hand navigation area, under the "search" box.
- Banner ads may be placed just below the wavy lines at the top of any given page other than the home page.
- Home page advertising: please contact Ericka at communications_vp@alexjaycees.org.

Terms & Conditions

All ads must be paid for in full prior to publication. We accept checks, Visa and MasterCard. Checks and advertising copy may be mailed to the Post Office box as noted below (please be sure to properly safeguard your copy and write "do not bend/fold" on the envelope). If paying by credit card please mail or call in your information as noted below.

Advertising Contact

Ericka Clafin
2003 Communications Vice President
Alexandria Jaycees
PO Box 1836
Alexandria, VA 22313
Attn: Advertising

communications_vp@alexjaycees.org
(703) 866-7171

Credit card information:

Name on card: _____

Card type: ____ Visa ____ MasterCard

Card number: _____

Exp. Date: _____

Signature: _____

Amount: _____