



# JUNIOR LEAGUE

## FORT WORTH

AD RATES



# *Hello!* We're the Junior League of Fort Worth.

On behalf of the Board of Directors and Members of the Junior League of Fort Worth (JLFW), we invite you to join us as a valued advertising partner. We have two publications, *The Lariat* and the *Christmas in Cowtown Holiday Gift Market* program. Our audience is passionate and engaged, making our publications an ideal space for your brand.

- ***The Lariat***: Our main publication with three issues between June and May. Approximately **2,500 readers** including JLFW Members, community leaders, advisors, donors, and elected officials read about the dynamic women in the League and how JLFW advances women's leadership through volunteer action, collaboration, and training.
- ***Christmas in Cowtown Holiday Gift Market*** program: During our Christmas in Cowtown Holiday Gift Market, approximately **20,000 programs** will be distributed to shoppers during a week full of holiday cheer. The *Market* continues to raise funds to help support women, children and families in need.

Enclosed is our ad rate sheet, detailing the options available. We would love to explore options to best suit your marketing goals. Please reach out to discuss this further.

Thank you for considering the Junior League of Fort Worth as a channel for your advertising purposes.

Warm regards,



Shay Gipson  
2025-2026 President



**12.5K**

@jrleagueftworth



**50+**

community agencies



**20K**

fundraiser  
programs



**7.5K**

*The Lariat*  
readership

# The Lariat

Our main publication, with three issues between June and May published in print and online, reaches approximately 2,500 readers including JLFW Members, community leaders, advisors, donors, and elected officials. Articles are written about the dynamic women in the League and how JLFW advances women's leadership through volunteer action, collaboration, and training.

## 2025-2026 AD RATES

Location/Size	JLFW MEMBER <small>*10% discount for purchasing all 3 issues</small>		COMMUNITY	
	Per Issue	Three Issues	Per Issue	Three Issues
<b>Back Cover</b> Size: 8 1/2" W x 8"D to bleed	\$868	\$2,345	\$965	\$2,895
<b>Inside Front/Back Cover</b> Size: 7 1/2"W x 10"D	\$737	\$1990	\$819	\$2,457
<b>Full Page</b> Size: 7 1/2"W x 10"D	\$629	\$1,698	\$692	\$2,076
<b>Half Page, Horizontal</b> Size: 7 1/2"W x 4 7/8"D	\$389	\$1,049	\$516	\$1,548
<b>One-Quarter Page</b> Size: 3 3/4"W x 4 7/8"D	\$194	\$525	\$254	\$762
<b>Business Card</b> 3 1/2"W x 2"D	\$98	\$266	NOT AVAILABLE	

## DEADLINES

Issue 1	Issue 2	Issue 3
Contract Due: August 5	Contract Due: October 16	Contract Due: February 26
Creative Due: August 23	Creative Due: November 6	Creative Due: March 18

## ARTWORK & SPECIFICATIONS

- All advertisements are printed in color
- Ads must be camera ready or digital copy (\*.jpg, \*.tif, \*.pdf).
- 300 dpi or higher is required
- Email camera-ready artwork to [lariat.assistant.editor@juniorleaguefw.org](mailto:lariat.assistant.editor@juniorleaguefw.org)

# Christmas in Cowtown Program

As our community comes together to celebrate the holidays, we invite you to be a part of this joyous occasion. Reserve your ad space in the Market program, published in print and online, and become an integral part of the Junior League of Fort Worth's (JLFW) largest fundraiser. By advertising in the program, your business not only gains visibility but actively contributes to JLFW's ongoing efforts to bring positive change to our community.

## 2025-2026 AD RATES

Location/Size	Price
<b>Full Page</b> Size: 7 1/2"W x 10"D	\$2,000
<b>Half Page, Horizontal</b> Size: 7 1/2"W x 4 7/8"D	\$1,000
<b>One-Quarter Page</b> Size: 3 3/4"W x 4 7/8"D	\$500

## DEADLINES

Contract Due: August 5

Creative Due: August 14

## ARTWORK & SPECIFICATIONS

- All advertisements are printed in color
- Ads must be camera ready or digital copy (\*.jpg, \*.tif, \*.pdf)
- 300 dpi or higher is required
- Email camera-ready artwork to [cic-programlayout@juniorleaguefw.org](mailto:cic-programlayout@juniorleaguefw.org)



## GET IN TOUCH

Need more information about advertisements and the Junior League of Fort Worth? Please reach out!  
Eva Williams, Communications Vice President  
[communications.vp@juniorleaguefw.org](mailto:communications.vp@juniorleaguefw.org)

# CONTRACT INFORMATION & AGREEMENT

## Advertiser Contact Information

Advertiser: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Title: \_\_\_\_\_

Physical Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

### PLEASE INDICATE AD PREFERENCE

PUBLICATION (*The Lariat* or *Christmas in Cowtown Program*):

If *The Lariat*:

- How many issues (1, 2 or 3): \_\_\_\_\_
- Location/Size (Back Cover, Inside Front/Back Cover, Full Page, Half Page, One-Quarter Page, Business Card): \_\_\_\_\_

If *Christmas in Cowtown* program:

- Size (Full Page, Half Page, Quarter Page): \_\_\_\_\_



# UNDERSTANDINGS & AGREEMENT

BY SIGNING BELOW, ADVERTISER AGREES TO BE BOUND BY THE FOLLOWING TERMS:

- This agreement is effective as of the date received by The Junior League of Fort Worth, Inc. (the “Publisher”)
- Upon acceptance by Publisher, this Order will become a binding bilateral contract, which cannot be cancelled by Advertiser or assigned by Advertiser without 30-day written notice to Publisher and Publisher’s written consent to accept such cancellation. Publisher may cancel without penalty in the event of a determination to cease further publication of *The Lariat* or *Christmas in Cowtown Holiday Gift Market* program (the “Publication”)
- This contract (when accepted) will be binding on Advertiser’s heirs, personal representatives, successors, or assigns. All the obligations referred to herein are performable in Tarrant County, Texas
- Advertising space is limited; availability of advertising space is subject to the order in which the request is received
- Advertiser may never use the name “Junior League” or “Junior League of Fort Worth” in an ad
- Advertisers may not submit ads for non-Junior League related fundraising events
- Proofs or artwork submitted by an Advertiser are to be of logo type (and not mats) and must be DIGITAL (\*.jpg, \*.tiff, \*.pdf). All digital submissions must be at least 300 dpi
- The Publication will not be held responsible for the appearance of any ad copy which was not DIGITAL when delivered to the Publisher
- Advertiser agrees to deliver DIGITAL advertising copy for each issue on or before the deadlines listed on the contract. The Publication is not responsible for ensuring deadline compliance
- The placement of the advertising herein contracted for is left to the discretion of the Publisher
- All advertising copy received by the Publisher will be subject to Publisher’s approval, revision, or rejection (it being understood that any such copy may be rejected by Publisher if it fails to conform, at the Publisher’s sole discretion, to Publisher’s minimum standards of content and format). In the event revisions are made by the Publisher, such revisions will be forwarded to Advertiser. Advertiser will be deemed to have approved Publisher’s revisions unless written notification to the contract is received by Publisher within ten (10) days of the forwarding of such revisions to Advertiser.
- In the event an Advertiser fails to pay when the cost stated on the contract is due, Publisher may, at Publisher’s election, cancel all ads herein ordered for future dates. In this event, Advertiser will remain liable for the total cost referred to below as “TOTAL COST OF ADVERTISEMENT REQUESTED”.
- Advertiser understands that the Publications is primarily edited, organized, and published by volunteers

**TOTAL COST OF ADVERTISEMENT REQUESTED IS \$ \_\_\_\_\_**

**SELECT ONE: \_\_\_\_\_ PAYMENT ENCLOSED      \_\_\_\_\_ PLEASE INVOICE**

**ADVERTISER SIGNATURE:**

\_\_\_\_\_

DATE: \_\_\_\_\_

**ACCEPTED BY:**

\_\_\_\_\_

DATE: \_\_\_\_\_

**JLFW PRESIDENT SIGNATURE:**

\_\_\_\_\_

DATE: \_\_\_\_\_