

DISPLAY ADVERTISING RATES 2006-2007

BLACK AND WHITE

	1x	3x*	6x*
FULL PAGE	\$ 718	\$ 682	\$ 654
1/2 PAGE	385	365	345
1/3 PAGE	268	255	241
1/4 PAGE	204	194	183
1/6 PAGE	138	131	124
BUSINESS CARD SIZE	102	96	93

(*Agency discount honored)

4-COLOR AD

	1x	3x*	6x*
FULL PAGE	\$ 1368	\$ 1332	\$ 1304
1/2 PAGE	1035	1015	995
1/3 PAGE	918	905	891
1/4 PAGE	854	844	833
1/6 PAGE	788	781	774
BUSINESS CARD SIZE	752	746	743

(*Agency discount honored)

2-COLOR AD - (specific PMS color)

	1x	3x*	6x*
FULL PAGE	\$ 1318	\$ 1282	\$ 1254
1/2 PAGE	985	965	945
1/3 PAGE	868	855	841
1/4 PAGE	804	894	883
1/6 PAGE	738	731	724
BUSINESS CARD SIZE	702	696	693

(*Agency discount honored)

2-COLOR AD - (publication color)

FULL PAGE	\$ 938	\$ 900	\$ 874
1/2 PAGE	605	585	565
1/3 PAGE	488	475	461
1/4 PAGE	424	414	403
1/6 PAGE	358	351	344
BUSINESS CARD SIZE	322	316	313

(*Agency discount honored)

PREFERRED PAGES

6X ONLY

BLACK AND WHITE

Inside Front Cover (2nd Cover)	\$ 726
First Right Page (Opposite 2nd Cover)	\$ 690
Inside Back Cover (3rd Cover)	\$ 690

COLOR PROCESS AD

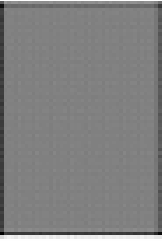
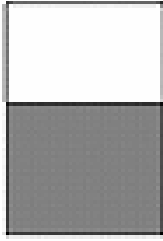
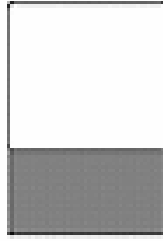
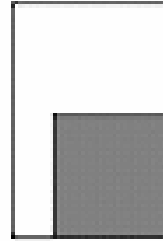
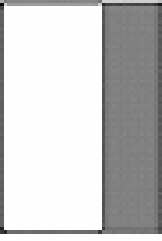
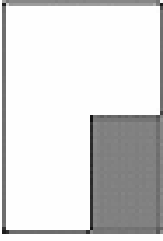
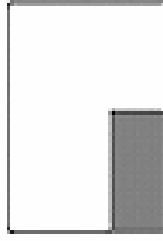
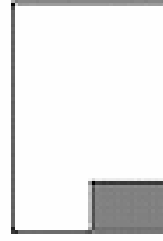
Inside Front Cover (2nd Cover)	\$ 1126
First Right Page (Opposite 2nd Cover)	\$ 1090
Inside Back Cover (3rd Cover)	\$ 1090
Back Cover (4th Cover - Color Only)	\$ 1345

- New ad material may be submitted for ads contracted for the 3x or 6 x frequencies.
- Preferred pages are available on a first-come, first-served basis.
- For other specified positions, add \$25 to applicable rate.
- COLOR ADS are available on a limited space basis only. Call for availability status.

DISCOUNTS: Recognized advertising agencies are granted a 15 percent discount on space charges for display ads. To be eligible for the frequency discount, advertising must be inserted within one year of the first insertion. Unless an ad contract is signed before insertion, the advertiser will be charged the regular rate.

FORMAT: *The Alabama Lawyer* is published bimonthly in January, March, May, July, September, and November. The Alabama Lawyer is an 8 1/2" x 11" magazine, approximately 64 pages per issue, printed on 70 lb. enamel paper with 80 lb. enamel cover.

DISPLAY ADVERTISING RATES

			
Full Page* 7 1/2" x 9 3/4"	Half Page 7 1/2" x 4 3/4"	One-Third Page (horizontal) 7 1/2" x 2 7/8"	One-Fourth Page (regular) 4 7/8" x 3 1/3"
			
One-Third Page (vertical) 2 1/4" x 9 3/4"	One-Fourth Page 3 1/4" x 4 3/4"	One-Sixth Page 2 1/4" x 4 3/4"	Business Card Size 3 1/2" x 2"

* For full bleed – 8 3/4" x 11 1/4"

MECHANICAL SPECIFICATIONS: Offset printing, CTP system. Electronic Files Required. Native application files in QuarkXpress are accepted. EPS files are accepted from Adobe products: Illustrator, PageMaker, InDesign and Photoshop. TIF files are also acceptable - avoid using compression such as JPEG or LZW. Resolution requirements are 300 dpi at 100%. PDF files are encouraged. Files furnished in unapproved software (including word processing software such as Microsoft Word) cannot be accepted. Files must be in CMYK for 4-color ads, spot color for 2-color ads or grayscale. No RGB files please. Make sure all fonts and support documents are included, as well as laser proofs, so that output may be checked. Please include a contact name and phone number in case of problems or questions.

PUBLISHER: *The Alabama Lawyer* is the official journal of the Alabama State Bar. All inquiries should be mailed to *The Alabama Lawyer*, c/o Margaret Murphy, P.O. Box 4156, Montgomery, Alabama 36101.

CIRCULATION: Circulation is over 14,000, including all members of the legal profession and the judiciary in the state of Alabama, out-of-state members of the Alabama State Bar and many subscribers. Membership of the Alabama State Bar increases by more than 500 members annually. *The Alabama Lawyer* is on the shelves of most law libraries and bar associations in the country.

CLOSING DATES: Advertising space reservations for display ads are accepted through the dates listed below. Mechanicals are due according to the following schedule and deadlines are absolute.

Issue Dates & Payment Due dates:

January issue - November 5
March issue - January 5
May issue - March 5
July issue - May 5
September issue - July 5
November issue - September 5

COPY ACCEPTANCE: The publisher reserves the right to reject any advertising considered objectionable in appearance or content. Advertising copy which does not comply with industry standards in design and type reproduction quality will be rejected.

BILLING: All display and classified ads must be pre-paid; no credit will be extended. After publication, a tear sheet will be sent to display advertisers.

SUBSCRIPTIONS: All members of the Alabama State Bar receive *The Alabama Lawyer* as part of their annual dues payment; non-member cost is \$30 per year (\$35 for subscriptions outside the U.S.). Subscription agencies get a 20 percent discount. Single issues may be obtained at \$5.00 per copy.

OTHER PUBLICATIONS:

The Alabama State Bar also publishes a bimonthly newsletter, the *Addendum*, in February, April, June, August, October, and December. No advertising is accepted in the *Addendum*. Members in good standing receive copies as part of their member benefits. Subscriptions are \$20 a year for non-members. *The Alabama Bar Directory* is published each year online.

CLASSIFIED ADVERTISING RATES:

Classified ads are exclusively online. For complete information, go to:

<http://www.alabar.org/classifieds/>.