

ALABAMA LAWYER

Display Advertising Rates

BLACK AND WHITE	1x	3x*	6x*
FULL PAGE	\$1027	\$975	\$850
HALF PAGE	\$553	\$520	\$449
THIRD PAGE	\$384	\$364	\$313
FOURTH PAGE	\$293	\$280	\$238
SIXTH PAGE	\$195	\$189	\$161
BUSINESS CARD	\$150	\$137	\$121

4-COLOR AD	1x	3x*	6x*
FULL PAGE	\$1779	\$1732	\$1695
HALF PAGE	\$1346	\$1320	\$1294
THIRD PAGE	\$1193	\$1177	\$1158
FOURTH PAGE	\$1110	\$1097	\$1083
SIXTH PAGE	\$1024	\$1015	\$1006
BUSINESS CARD	\$978	\$970	\$966

*Agency discount honored

DISCOUNTS: 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.

BILLING: All display ads must be pre-paid; no credit will be extended. We accept checks, Visa and Mastercard. After publication, a copy will be sent to display advertisers.

SUBSCRIPTIONS: Non-member cost is \$30 per year (\$35 for subscriptions outside of the U.S.). Subscription agencies get a 20 percent discount.

OTHER PUBLICATIONS: The Alabama State Bar also compiles a weekly, online newsletter, *the Scoop*. No advertising is accepted in *the Scoop*.

PREFERRED PAGES (FULL PAGE ONLY)**

BLACK AND WHITE	6X ONLY
Inside Front Cover (2nd Cover)	\$944
First Right Page (Opposite 2nd Cover)	\$897
Inside Back Cover (3rd Cover)	\$897
4-COLOR AD	6X ONLY
Inside Front Cover (2nd Cover)	\$1464
First Right Page (Opposite 2nd Cover)	\$1417
Inside Back Cover (3rd Cover)	\$1417
Back Cover** (4th Cover - 4-Color Only)	\$1749

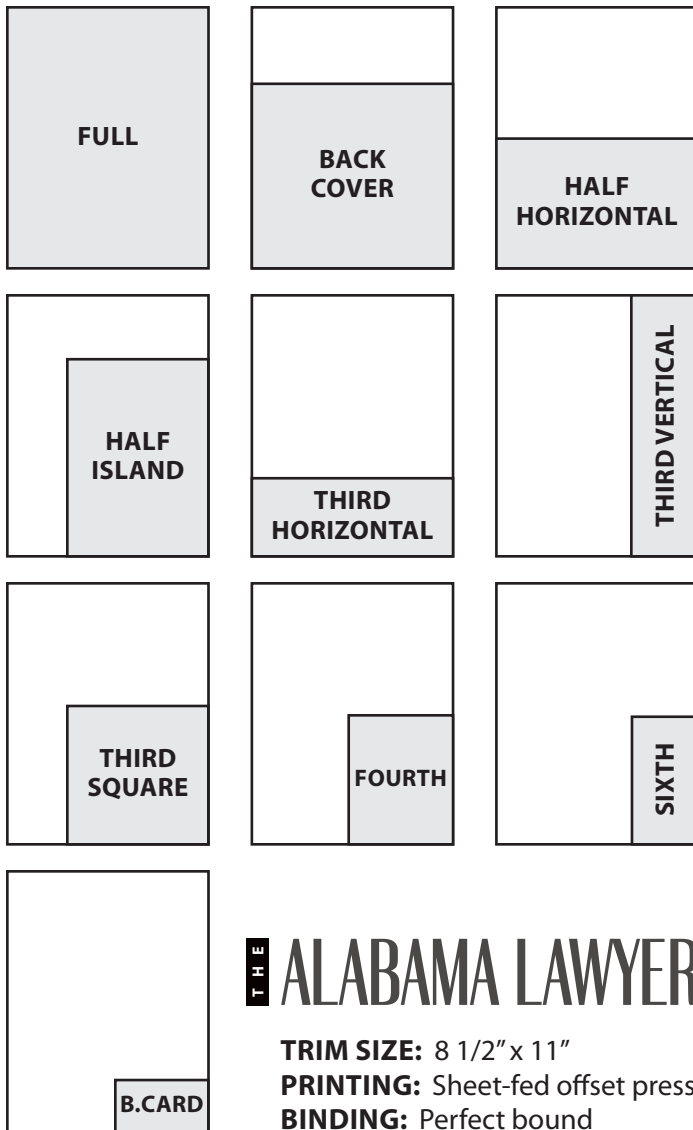
**See special size for BACK COVER

FORMAT: *The Alabama Lawyer* is published in January, March, May, July, September and November. *The Lawyer* is an 8 1/2" x 11" magazine, approximately 84 pages per issue, printed on 70 lb. enamel paper with 80 lb. enamel cover.

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

CIRCULATION: Circulation is approximately 17,575, 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.

CLASSIFIED ADVERTISING RATES: For complete information, visit www.alabar.org/membership/classifieds



SIZE	WIDTH	HEIGHT
FULL PAGE (Bleed)*	8.75"	11.25"
FULL PAGE (No Bleed)	7.5"	10"
BACK COVER (Bleed)*	8.75"	8"
BACK COVER (No Bleed)	7.5"	7.25"
HALF PAGE (Horizontal)	7.5"	5"
HALF PAGE (Island)	4.917"	7.5"
THIRD PAGE (Horizontal)	7.5"	3.333"
THIRD PAGE (Vertical)	2.333"	10"
THIRD PAGE (Square)	4.917"	5"
FOURTH PAGE	3.617"	5"
SIXTH PAGE	2.333"	5"
BUSINESS CARD	3.5"	2"

*Includes 0.125" bleed all around. Please keep all critical matter at least 0.5" within trim.

MECHANICAL SPECIFICATIONS:

- All ad materials should be submitted in digital format.
- **PDF files are preferred.** (Include bleed and trim marks if full page bleed ad) Use "Press Quality" when creating PDF. Photos used in the layout should be 300 dpi at the actual size and CMYK format.
- Native application files in QuarkXpress 9.3 or earlier are accepted. Make sure all fonts and support documents are included.
- EPS files are accepted from Adobe products: Illustrator, PageMaker, InDesign and Photoshop. Make sure all fonts are converted to outlines or embedded.
- TIFF files are also acceptable - **avoid using compression such as JPEG. Resolution requirements are 300 dpi at 100 percent.**
- 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. **No RGB files please.**
- Ads should be furnished in final form. Any extensive artwork changes or design work is subject to additional charges.
- A laser proof or digital proof is recommended 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. For all advertising and editorial inquiries, contact Margaret Murphy at margaret.murphy@alabar.org.

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

MATERIAL AND PAYMENT DUE DATES:

January issue - November 1

March issue - January 1

May issue - March 1

July issue - May 1

September issue - July 1

November issue - September 1

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.