

# The Arkansas Lawyer



## ADVERTISING RATES & SPECIFICATIONS

**Covers\***  
**Full page\***  
**7.5" X 10"**

Covers and full page ads may bleed

Trim: 8.5 X 11  
Bleed: 1/8" - 8.75 X 11.25



**CIRCULATION: 5200\***

The Arkansas Lawyer magazine is the flagship publication of the Arkansas Bar Association. It is mailed to all Association members (approximately 5,000+), as well as 200+ other subscribers (individuals, law libraries and legal organizations nationwide).

### FREQUENCY: QUARTERLY

The volume year begins with the Winter issue and ends with the Fall issue.

### FOUR-COLOR ADVERTISING RATES

Size	1X	4X
Inside Front Cover*	\$1417	\$4819
Inside Back Cover*	\$1365	\$4641
Full Page	\$814	\$2767
2/3 Page	\$578	\$1964
1/2 Page	\$452	\$1535
1/3 Page Vert.	\$368	\$1250
1/3 Page Square	\$368	\$1250
1/6 Page	\$242	\$821
Classified**	\$70*	\$238

\*Call for availability.

\*\* Classified ads are printed on the last page of the magazine and cost \$70 for up to 60 words.

Ad Rates effective December 18, 2018.

### ACCEPTED FILE FORMATS

**High-resolution full color (CMYK) digital files required.** High resolution Adobe Acrobat PDF. Minimum 300 DPI.

### AD DESIGN

If you need assistance designing your ad or converting it to an acceptable file format, we offer production services for \$50 for text only and \$100 for ads that include more than text.

### PROOF OF PUBLICATION

Advertisers will receive one copy of the magazine.

### SPECS

The Arkansas Lawyer is typically a 56-page magazine plus covers.  
Trim Size: 8.5" x 11"  
Line screen: 175 dpi  
Binding: Saddle stitched  
Cover stock: 80# gloss; Inside 70# gloss

### ISSUE DEADLINES FOR AD COPY & PAYMENT

Winter Issue (February)  
**December 15th**

Spring Issue (May)  
**March 15th**

Summer Issue (August)  
**June 15th**

Fall Issue (November)  
**September 15th**

### Ad & Payment Deadlines

Pre-payment is required for all ads. Ads not paid prior to publication are subject to removal, at the staff's discretion. Print-ready ad and payment should be submitted according to the deadlines. Prices include full color.

### Annual Contract Discount

Discounted rates are available for four consecutive issues, published quarterly, paid in advance, per annual contract.

### General Rate Policy

Advertisers will be protected at their contracted rates (when applicable) for the duration of their contracts. Cancellations are not accepted after published closing dates.

### Copy Acceptance

The publisher reserves the right to reject any advertising according to Arkansas Bar Association's advertising policy. A copy of the complete terms and conditions is available upon request.

**Billing Information:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Company Name** \_\_\_\_\_

**Primary Contact** \_\_\_\_\_ **Contact email:** \_\_\_\_\_  
(contact for ad copy and billing)

**Mailing address** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

### PLEASE SELECT AD BASED ON NUMBER OF INSERTIONS

Size	1X	4X	Cost
Inside Front Cover	\$1417	\$4819	
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1/3 Page Square	\$368	\$1250	
1/6 Page	\$242	\$821	
Classified (Up to 60 words)	\$70	\$238	
Design Assistance (text only)	\$50	\$50 per ad	
Design Assistance (text +)	\$100	\$100 per ad	
<b>TOTAL COST</b>			<b>\$</b>

Issues to run	
<input type="checkbox"/> Winter (Feb.)	20__
<input type="checkbox"/> Spring (May)	20__
<input type="checkbox"/> Summer (Aug.)	20__
<input type="checkbox"/> Fall (Nov.)	20__

### PAYMENT

Pre-payment is required.

- Check or money order payable to Arkansas Bar Association  
 Visa/MC  AMEX  Discover

\_\_\_\_\_  
Name (as it appears on card)

\_\_\_\_\_  
Billing Address for Credit Card

\_\_\_\_\_  
Account Number

\_\_\_\_\_  
Expiration Date

\_\_\_\_\_  
Signature

For more information: Contact Anna Hubbard at  
ahubbard@arkbar.com or (501) 375-4606

Fax completed form to secure fax line 501-881-4251 or  
mail to 2224 Cottondale Lane, Little Rock, AR 72202

**Payments cannot be accepted by email.**

**Thank you for your interest in *The Arkansas Lawyer*.**

Please note that we will not accept checks that do not have an imprinted or preprinted name or address of the account holder on the check. For example, we will not accept temporary checks, such as those from a new account. Insufficient Funds: Any check that is returned to us due to Insufficient Funds will be charged a \$40 processing fee. We reserve the right to reject any check due to previous bad checks.

By my signature below, I understand and agree that this order will be governed by the rates and terms of *The Arkansas Lawyer* rate card in effect on the date of this order and I acknowledge receipt of a copy of that rate card.

Name: \_\_\_\_\_ Signature \_\_\_\_\_