

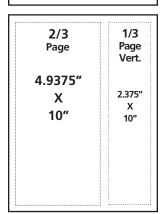


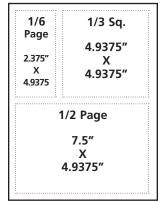
# **ADVERTISING RATES & SPECIFICATIONS**

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 \*Back cover 8.75 X 9.035







## CIRCULATION: 5200+

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

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*	\$1465	\$4965
Inside Back Cover*	\$1410	\$4780
Back Cover*	\$1600	\$5440
Full Page	\$850	\$2890
2/3 Page	\$610	\$2070
1/2 Page	\$475	\$1610 \$1335
1/3 Page Vert.	\$395	
1/3 Page Square	\$395	\$1335
1/6 Page	\$260	\$880
Design Assistance	\$100	\$100 per ad
		TOTAL COST

\*Call for availability.

Ad Rates effective August 28, 2023.

# **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 we offer production services for \$100 per

## **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 ads 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 ArkBar's advertising policy. A copy of the complete terms and conditions is available upon request. Any advertiser shall protect and indemnify the ArkBar against any and all liability, loss, or expense arising from the publication of the advertiser's advertisement.

For more information:





# **ADVERTISING CONTRACT**

Primary Contact	State:	Cont	tact email:	Zip:	
City: Phone:  PLEASE SELECT AD BASED ON NUMI  Size Inside Front Cover Full Page 2/3 Page 1/2 Page 1/3 Page Vert.  \$395	State: State:				
Phone:  Please select ad based on number of the select select and based on number of the select sele	State: State:			Zip:	
PLEASE SELECT AD BASED ON NUMBER  Size  Inside Front Cover Inside Back Cover Full Page 2/3 Page 4850 2/3 Page 475 1/3 Page Vert. \$395	BER OF INSERT			21p	
PLEASE SELECT AD BASED ON NUMI  Size  Inside Front Cover \$1465  Inside Back Cover \$1410  Full Page \$850  2/3 Page \$610  1/2 Page \$475  1/3 Page Vert. \$395	BER OF INSERT	IONS		2.lp	
Inside Front Cover \$1465 Inside Back Cover \$1410 Full Page \$850 2/3 Page \$610 1/2 Page \$475 1/3 Page Vert. \$395		IONS			
Inside Front Cover       \$1465         Inside Back Cover       \$1410         Full Page       \$850         2/3 Page       \$610         1/2 Page       \$475         1/3 Page Vert.       \$395	47		Cost	Issues to run	
Inside Back Cover \$1410  Full Page \$850  2/3 Page \$610  1/2 Page \$475  1/3 Page Vert. \$395	\$496		Cost	Issues to run	
Full Page       \$850         2/3 Page       \$610         1/2 Page       \$475         1/3 Page Vert.       \$395	\$4780			☐Winter (Feb.) 20	
2/3 Page       \$610         1/2 Page       \$475         1/3 Page Vert.       \$395	\$2890			☐Spring (May) 20 ☐Summer (Aug.) 20	
1/2 Page \$475 1/3 Page Vert. \$395	\$2070			□ Summer (Aug.) 20 □Fall (Nov.) 20	
1/3 Page Vert. \$395	\$1610				
	\$1335				
	\$1335				
1/6 Page \$260	\$880				
Design Assistance \$100	\$100 pe	r ad			
·	TOTAL CO	OST	\$		
PAYMENT Pre-payment is required.  ☐ Check or money order payable to Arkansas ☐ Visa/MC □ AMEX □ Discover	s Bar Association	Fax mai	ahubbard@arkb completed form to all to 2224 Cottond Payments cann	on: Contact Anna Hubbard at ar.com or (501) 801-5680 o secure fax line 501-881-4251 o ale Lane, Little Rock, AR 72202 not be accepted by email. erest in <i>The Arkansas Lawyer</i> .	
lame (as it appears on card)		Pleas	se note that we w	ill not accept checks that do no	
illing Address for Credit Card Account Number Expiration Date		have an imprinted or preprinted name or address of th 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 returne to us due to Insufficient Funds will be charged a \$50 processing fee. We reserve the right to reject an check due to previous bad checks.			
ignature By my signature below, I understand and agree t ard in effect on the date of this order and I ackr	hat this contract will				