

# 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

\*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
1/3 Page Vert.	\$395	\$1335
1/3 Page Square	\$395	\$1335
1/6 Page	\$260	\$880
Design Assistance	\$100	\$100 per ad
		<b>TOTAL COST</b>

\*Call for availability.

Ad Rates effective August 28, 2023.

**1/6  
Page**

2.375"  
X  
4.9375

**1/3 Sq.**

**4.9375"**  
X  
**4.9375"**

**1/2 Page**

**7.5"**  
X  
**4.9375"**

### 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 ad.

### 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:

Contact Anna Hubbard at the Arkansas Bar Association (501) 801-5680 or [ahubbard@arkbar.com](mailto:ahubbard@arkbar.com)

**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
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1/6 Page	\$260	\$880	
Design Assistance	\$100	\$100 per ad	
<b>TOTAL COST</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) 801-5680

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 \$50 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 contract 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 \_\_\_\_\_