

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 50 words or less and \$0.40 for each additional word.

Ad Rates effective December 14, 2016.

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 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.

Agency Commission

A 15% commission gross billing of display ads will be given to ad agencies.

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.

To view issues of the magazine, go to http://www.arkbar.com/publications/ar_lawyer_magazine.aspx

For more information: Contact Anna Hubbard at the Arkansas Bar Association (501) 375-4606

Billing Information:

Date: _____

Company Name _____

Primary Contact _____ Contact email: _____

(contact for ad copy and billing)

Mailing address _____

City: _____ State: _____ Zip: _____

Phone: _____ Ad Agency Name: _____

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	\$70*	\$238	
Classified words over 50	\$0.40 X _____	N/A	
Design Assistance (text only)	\$50	\$50 per ad	
Design Assistance (text +)	\$100	\$100 per ad	
Ad Agency Discount	-15%	-15%	
TOTAL COST			\$

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 Cottdale 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 _____