

The Arkansas Lawyer



Advertising Information

Circulation

Approximately 5,000, which includes Arkansas lawyers, law students, exchanges and subscribers.

Deadlines

Issue	Space Reservation Deadline	Ad Materials Deadline
Winter—January	12/1	12/14
Spring—April	3/8	3/16
Summer—July	6/1	6/16
Fall—October	9/1	9/15

To view issues of the magazine, go to www.issuu.com and search for The Arkansas Lawyer magazine

Ad Rates

effective October 1, 2011

Size	Dimensions	1X	2X	4X	Design/Type-setting charges
Inside Front Cover	7.5 X 10	\$1300	\$1100	\$950	
Inside Back Cover	7.5 X 10	\$1250	\$1000	\$900	
Full Page	7.5 X 10	\$745	\$695	\$620	\$120
2/3 Page	5 X 10	\$575	\$540	\$478	\$75
1/2 Page Island	5 X 8.25	\$525	\$475	\$420	\$70
1/2 Page	7.5 X 4.875	\$410	\$385	\$345	\$65
1/3 Page Horizontal	7.5 X 3.125	\$335	\$320	\$275	\$55
1/3 Page Vertical	2.25 X 10	\$335	\$320	\$275	\$55
1/3 Page Block	5 X 4.5	\$335	\$320	\$275	\$55
1/6 Page Horizontal	5 X 2.5	\$220	\$195	\$175	\$45
1/6 Page Vertical	2.5 X 5	\$220	\$195	\$175	\$45

Classified Ad: \$65.00 for 50 words or less; over 50 words - \$.35 each word.

15% agency discount – display ads only.

Artwork:

The Arkansas Lawyer is Macintosh based and accept Adobe Indesign Quark XPress, and Adobe PDF files. PDF files should have all images and fonts embedded. Files should be built in four-color (CMYK) breakdown with high-resolution scans in place. Include all fonts and other elements used to build document. PDFs must be the correct ad size (see dimensions above). The size for full color ads with bleeds are 8.75" x 11.25." Ads designed in all other programs (for example: word processing programs) require typesetting/design on our end at the above-listed typesetting/design charges.

Specs

Trim Size: 8.5" x 11"

Line screen: 175 dpi

Binding: Saddle stitched

Cover stock: 80 lb. coated white; aqueous coating

Inside stock: 70 lb. coated

General Rate Policy:

Advertisers will be protected at their contracted rates (when applicable) for the duration of their contracts. Advertisers will be short rate billed if the contract rate has not been earned up to the date of cancellation. Cancellations are not accepted after published closing dates.

The Arkansas Lawyer



Advertising Contract

Billing Information:

Date: _____

Company Name _____

Contact _____ Contact email: _____

Mailing address _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Ad Size	
Inside Front Cover	
Inside Back Cover	
Full Page	
2/3 Page	
1/2 Page Island	
1/2 Page	
1/3 Page Horizontal	
1/3 Page Vertical	
1/3 Page Block	
1/6 Page Horizontal	
1/6 Page Vertical	

Total number of insertions: _____

Starting with issue: _____

If selecting specific issues, please indicate here:

Winter

Spring

Summer

Fall

Cost Per Insertion: _____

Design/Typesetting charges, if applicable: _____

Same copy each insertion:

New copy each insertion:

Payment:

First-time advertiser? Yes No (If a first-time advertiser, payment for first ad run must be enclosed)

METHOD OF PAYMENT: CHECK VISA MC AMEX

Card No.: _____ Exp. Date: _____

Total amount enclosed: \$ _____

Authorized Signature _____

First-time advertisers must submit payment for first ad run with completed contract.
All subsequent ads will be billed and payments are due within thirty (30) days from the invoice date.

For more information: Contact Anna Hubbard at the Arkansas Bar Association (501) 375-4606
Fax or mail completed form to **501-881-4251**. • 2224 Cottondale Lane, Little Rock, AR 72202

Payments cannot be accepted by email.

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