

ARKANSAS BAR ASSOCIATION PUBLICATIONS

Advertising Information

The Arkansas Lawyer

Circulation

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

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

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 |

Ad rates

Effective May 1, 2007

| Size | Dimensions (inches) | 1x | 2x | 4x | Design/ Typesetting 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 | \$675 | \$630 | \$560 | \$120 |
| 2/3 Page | 5 x 10 | \$525 | \$490 | \$435 | \$75 |
| 1/2 Page Island | 5 x 8.25 | \$475 | \$430 | \$380 | \$70 |
| 1/2 Page | 7.5 x 4.875 | \$370 | \$350 | \$310 | \$65 |
| 1/3 Page Horizontal | 7.5 x 3.125 | \$305 | \$290 | \$250 | \$55 |
| 1/3 Page Vertical | 2.25 x 10 | \$305 | \$290 | \$250 | \$55 |
| 1/3 Page Block | 5 x 4.5 | \$305 | \$290 | \$250 | \$55 |
| 1/6 Page Horizontal | 5 x 2.5 | \$200 | \$175 | \$160 | \$45 |
| 1/6 Page Vertical | 2.5 x 5 | \$200 | \$175 | \$160 | \$45 |

- Classified Ad: \$60.00 for 50 words or less; over 50 words - \$.30 each word.
- 15% agency discount – display ads only.

 Arkansas Bar Association staff can produce ads for publication on a graduated cost basis that includes design and typesetting. Prices shown above. For detailed information on artwork, please read below.

(Advertising Information cont.)

NEWSBULLETIN

Circulation

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

Specs

Trim size: 17" x 22" folded down to 11" x 17"

Line screen: 175 dpi

Paper stock: 70 lb. coated

Deadlines

| Issue | Space Reservation Deadline | Ad Materials Deadline |
|-----------------|---------------------------------------|----------------------------------|
| Winter—February | 1/15 | 2/1 |
| Spring—May | 4/15 | 5/1 |
| Summer—August | 7/15 | 8/1 |
| Fall—November | 10/15 | 11/1 |

Ad rates

Effective May 1, 2007

| Size | Dimensions (inches) | 1x | 4x | Design/ Typesetting Charges |
|-------------|----------------------------|-----------|-----------|--|
| 1/4 Page | 4.875 x 8 | \$600 | \$525 | \$60 |
| 1/8 Page | 4.875 x 4 | \$500 | \$425 | \$50 |

- 15% agency discount

Artwork:

The Arkansas Lawyer and *Newsbulletin* are Macintosh based and accept Quark XPress, Adobe Indesign 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). **Ads designed in all other programs (for example: word processing programs) require typesetting/design on our end at the above-listed typesetting/design charges.**

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.

Payment:

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
2224 Cottdale Lane, Little Rock, AR 72202
(501) 375-4606; fax (501) 375-4901 or ahubbard@arkbar.com

Arkansas Bar Association Publications

Advertising Contract

Date: _____ Product Advertisised: _____

Billing Information:

| | |
|------------------------|-----------------------|
| Company Name | Contact: |
| Mailing Address | Contact email: |
| City | State |
| Phone: | Fax: |
| | Zip |

The Arkansas Lawyer

Ad Size

| | |
|---------------------|--------------------------|
| Inside Front Cover | <input type="checkbox"/> |
| Inside Back Cover | <input type="checkbox"/> |
| Full Page | <input type="checkbox"/> |
| 2/3 Page | <input type="checkbox"/> |
| 1/2 Page Island | <input type="checkbox"/> |
| 1/2 Page | <input type="checkbox"/> |
| 1/3 Page Horizontal | <input type="checkbox"/> |
| 1/3 Page Vertical | <input type="checkbox"/> |
| 1/3 Page Block | <input type="checkbox"/> |
| 1/6 Page Horizontal | <input type="checkbox"/> |
| 1/6 Page Vertical | <input type="checkbox"/> |
| Classified | <input type="checkbox"/> |

NEWSBULLETIN

Ad Size

| | |
|----------|--------------------------|
| 1/4 Page | <input type="checkbox"/> |
| 1/8 Page | <input type="checkbox"/> |

Instructions

| | |
|--|--|
| Total number of insertions: | |
| Starting with issue: | |
| If selecting specific issues, please indicate here: | <input type="checkbox"/> Winter <input type="checkbox"/> Spring <input type="checkbox"/> Summer <input type="checkbox"/> Fall |
| Cost per insertion: | \$ |
| Design/Typesetting charges, if applicable | \$ |
| Same copy each insertion | <input type="checkbox"/> |
| New copy each insertion | <input type="checkbox"/> |

Instructions

| | |
|--|--|
| Total number of insertions: | |
| Starting with issue: | |
| If selecting specific issues, please indicate here: | <input type="checkbox"/> Winter <input type="checkbox"/> Spring <input type="checkbox"/> Summer <input type="checkbox"/> Fall |
| Cost per insertion: | \$ |
| Design/Typesetting charges, if applicable | \$ |
| Same copy each insertion | <input type="checkbox"/> |
| New copy each insertion | <input type="checkbox"/> |

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

Total amount enclosed: \$ _____

Authorized Signature

Fax completed contracts to the Arkansas Bar Association at 501-375-4901; Attn: Anna Hubbard
 Contracts requiring advance payment should be mailed to the Arkansas Bar Association at
 2224 Cottdale Lane, Little Rock, AR 72202.