

**2009
Advertising
Rate Card**

Georgia Bar Journal

Official
Magazine
of the
State Bar
of
Georgia

Managing Editor/Director SARAH I. COOLE
Assistant Director JENNIFER R. MASON

look
at the
Georgia
Bar Journal
and its readers...

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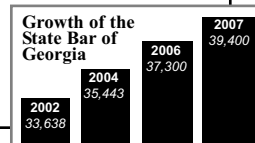
www.gabar.org

GEORGIA BAR JOURNAL

- The only publication reaching all of Georgia's legal population and law schools
- Circulation 33,000
- Main marketing tool for the State Bar of Georgia's programs, services, meetings and special events
- Official publication for announcing changes that affect the practice of law in Georgia
- Published six times per year
- 16 editorial departments in each issue
- Display and classified advertising available

STATE BAR OF GEORGIA

- 8th largest Bar in the country
- 10,237 out-of-state members
- 22% of Bar is under age 36
- 35% of Bar is female
- More than 20,756 members work in metro Atlanta area
- Anticipated growth of 1,500 new members per year
- 40% overall growth from 1996 to 2007



Georgia Lawyers Read, Study, Clip and File the Georgia Bar Journal

Advertisers are discovering a fact well known to Georgia lawyers. If you have something to communicate to the lawyers in the state, be sure that it is published in the *Georgia Bar Journal*.

A survey among our readers concludes that circulation and readership are at an all-time high. The reason? The *Georgia Bar Journal* is edited for the changing legal profession. Editorial content is carefully balanced with hard news, scholarly legal articles, practical "how to" stories and historical recordings of significant State Bar of Georgia events. Most issues are permanently retained as authoritative reference material.

Your advertising dollars in the *Georgia Bar Journal* are an efficient advertising investment. Not only does your message have long life, but the cost per thousand is extremely low. Based on the full-page, one-time black and white rate of \$1638, **your cost per reader is only approximately five cents!**

general **advertising RATES**

Advertisers will be protected at their contracted rates 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. Please review the "Cancellations" clause of the advertising contract for details. Cancellations are not accepted after published closing dates.

All first-time advertisers must make prepayment for the first insertion at the time advertising materials are submitted. All accounts are due and payable within 30 days of invoice date. All ads are accepted on a first-come, first-served basis only.

NO POSITION PREFERENCE

	1X		3X		6X		12X	
	BW	Color	BW	Color	BW	Color	BW	Color
Full Page	\$1638	\$2621	\$1496	\$2393	\$1389	\$2223	\$1245	\$1992
Two-Thirds Page	1355	2167	1224	1959	1105	1766	998	1596
One-Half Page	1069	1709	984	1574	890	1425	819	1311
One-Third Page	962	1538	876	1402	798	1277	727	1163
One-Fourth Page	856	1369	784	1256	712	1139	643	1027
One-Sixth Page	570	911	520	832	464	742	392	627
One-Twelfth Page	356	570	329	525	286	458	256	410

PREFERRED POSITION (full-page ad only)

	1X		3X		6X		12X	
	BW	Color	BW	Color	BW	Color	BW	Color
Inside Front	\$2778	\$4446	\$2528	\$4046	\$2315	\$3704	\$2102	\$3362
First Page	2494	3991	2280	3648	2065	3305	1888	3021
Opp. Table of Contents	2386	3817	2174	3479	1981	3170	1815	2905
Opp. President's Page	2137	3419	1946	3113	1782	2852	1625	2600
Inside Back Cover	2778	4446	2528	4046	2315	3704	2101	3362
Back Cover (4-color only)	—	6726	—	6155	—	5586	—	5072

miscellaneous RATES

& discounts

multiple-page spreads

Single-page cost times number of pages.

INSERTS

Inserts and reply cards are offered in the *Journal*. Pricing on inserts can be discussed on an individual basis. Contact the advertising coordinator for additional information.

CLASSIFIEDS

Classified advertising is available for \$75 for 50 words or less.

Additional words are \$2 each.

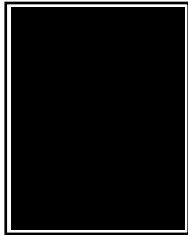
Payment must accompany all orders. Confidential reply boxes are \$25 per insertion.

All ads are accepted on a first-come, first-served basis only. Cancellations or corrections must be made in writing no later than 10 working days after the published deadlines. If cancellations are not received within that 10-day period, you will not be reimbursed for that ad.

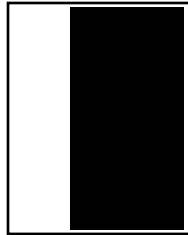
A 15% discount is given to recognized advertising agencies. The *Georgia Bar Journal* reserves the right to request a tax identification number for verification. Discount applies to display advertising only.

ad SIZE requirements

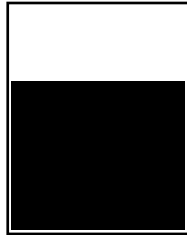
ART SUBMISSION & PRINTING SPECIFICATIONS:



FULL PAGE
7.125" x 9.875"



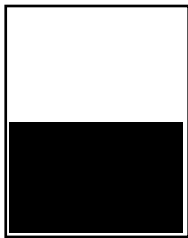
TWO-THIRDS PAGE (vertical)
4.75" x 9.875"



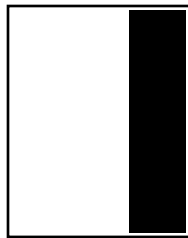
TWO-THIRDS PAGE (horizontal)
7.125" x 6.5"



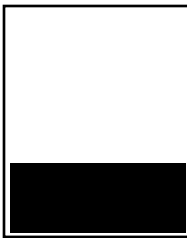
ONE-HALF PAGE (vertical)
3.5" x 9.875"



ONE-HALF PAGE (horizontal)
7.125" x 4.875"



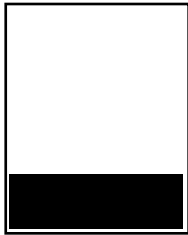
ONE-THIRD PAGE (vertical)
2.375" x 9.875"



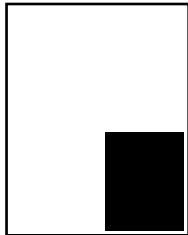
ONE-THIRD PAGE (horizontal)
7.125" x 3.25"



ONE-FOURTH PAGE (vertical)
3.5" x 4.875"



ONE-FOURTH PAGE (horizontal)
7.125" x 2.375"



ONE-SIXTH PAGE (vertical)
2.375" x 4.75"



ONE-SIXTH PAGE (horizontal)
4.75" x 2.375"



ONE-TWELFTH PAGE
2.25" x 2.375"

Printing: Direct to plate
Binding: Perfect
Page size: 8.375" x 10.875"
Image area: 7.125" x 9.875"
Bleed size: 8.5" x 11.375"

Column widths:
3.5" in two-column format;
2.375" in three-column format

Double page spread:
Non-bleed, 14.25" x 9.875";
Bleed, 17" x 11.375"

Post cards and inserts:
Must have 3" flap. Flap must be scored or perforated and folded on top of copy.

Submitting Ad:
All artwork must be submitted electronically. Preferred format for artwork being submitted is a high-res PDF file. If a .pdf is provided, all fonts and art must be embedded. Other acceptable formats include Quark (PC preferred) with all fonts and graphics, .tif or .eps with a resolution of 300 dpi or better. All ads must be CMYK or grayscale. RGB is not acceptable.

Copy regulations:
The subject matter, form, size, wording, illustrations and typography of all advertising is subject to the approval of the publisher.

Cancellations:
Cancellations or corrections on all display ads must be made in writing and if necessary, a new ad must be submitted no later than 10 working days after the materials deadline. If the cancellation is made after the 10-day period, the advertiser may be subjected to a cancellation penalty. Please review the "Cancellations" clause in the advertising contract for details.

deadlines

Deadlines below apply to both display and classified advertising. Cancellations or corrections must be made in writing no later than 10 working days after the published deadlines. Cancellations made after the 10-day period may be subject to cancellation penalties.

ISSUE DESIRED	ART & PAYMENT (for first-time advertisers)
February	12/12/08
April	2/13/09
June	4/10/09
August	6/19/09
October	8/14/09
December	10/16/09

The
Georgia Bar
Journal
is published
six times per year.

1. APPLICABILITY

The following policies will govern advertising in all the publications of the State Bar of Georgia ("Bar"). These publications include: *Georgia Bar Journal*; *State Bar of Georgia Directory & Handbook*; *Young Lawyers Division Newsletter* and other section newsletters. The Bar from time to time publishes other special publications and these policies apply to those as well.

2. PURPOSE

The purpose of these policies is to regulate the circumstances under which the Bar will accept advertising for inclusion in its publications, consistent with the freedoms accorded to commercial speech by the Constitution and laws of the United States and of the state of Georgia. The Bar reserves the right to regulate the form, manner, content, substance, composition, size and length of any advertising, and to cancel or refuse to run any advertising in accordance with the procedures set forth herein. The official publications of the Bar represent the Bar as a whole and, therefore, the Bar has an interest in maintaining the complete integrity of each of these publications, consistent with the high ethical standards of the legal profession. Additionally, the revenue from responsible tasteful advertising is of considerable importance to the Bar in offsetting the expense of publications. Accordingly, the Bar has a vested pecuniary interest in fostering an advertising environment in which the customers on which it depends for advertising revenue will not withhold their advertising and the revenue therefrom because of the inclusion of other advertising that is not in conformity with these policies.

3. GENERAL STANDARDS FOR ADVERTISING

(a) The Bar reserves the right to reject any advertising that, to the "reasonable reader," is false, misleading, defamatory, violative of the Georgia Fair Business Practices Act or any other applicable laws, is obscene, or which does not conform to contemporary community standards of good taste or decency. The Bar may require any advertiser to provide factual substantiation or legal authorization from the appropriate jurisdiction when requested for any advertising.

(b) No advertising will be accepted that violates or may enable another to violate the Georgia Code of Professional Responsibility, the Standards of Conduct, or the Georgia Code of Judicial Conduct.

4. ATTORNEY ADVERTISING

All attorney advertising must be consistent with the Georgia Code of Professional Responsibility, the Standards of Conduct and the Georgia Code of Judicial Conduct, including advertising submitted by attorneys who are not members of the Bar. Acceptance for publication does not constitute a determination that an advertisement is in compliance with the rules.

5. ADVERTISING OF CERTAIN PRODUCTS

The Bar will not accept advertising for tobacco and alcohol products of any sort, advertising for illegal products or services, advertising for products or services whose movement in interstate commerce is illegal, or advertising relating to lotteries or games of chance. Additionally, the Bar will not accept advertising that in any way may jeopardize the mailing status of the publication in which it appears, and reserves the right to apply to the U.S. Postal Service for a ruling on any such matter.

6. POLITICAL ADVERTISING

The Bar will not accept advertising by or on behalf of candidates for public office, candidates for state or local Bar offices, or advertising advocating positions on political or social issues.

7. BAR ENDORSEMENT

Advertising which, by its subject matter or content, may imply or lead to an implication of Bar endorsement, recommendation, support or approval will be accepted only if, as a condition of acceptance, it includes in the advertisement a disclaimer which states that the product or service is not endorsed, recommended, supported or approved by the Bar.

8. CLASSIFIED ADVERTISING

Classified advertising will be accepted for the *Georgia Bar Journal* and includes the following matters: Lawyer and law-related employment opportunities; law-related employment wanted; referral of legal work; sale of used law books; sales of law office equipment or furnishings; rental opportunities; professional services by lawyers; and miscellaneous matters involving a time-limited exchange of specific information.

9. EXAMINATION OF ADVERTISED PRODUCTS

If an advertisement offers the sale of a product by mail order, the Bar reserves the right to examine the product a purchaser will receive, but the Bar is not obligated to do so. Examination of the product or publication of the advertisement does not constitute a guarantee or warranty of the product, nor the endorsement, recommendation, support or approval of the product by the Bar.

10. REVIEW OF ADVERTISING

All non-attorney advertising submitted for inclusion in any publication of the Bar shall be reviewed by the Director of Communications to determine its conformity with the policies. The Director of Communications shall refer any questionable advertising to the President of the Bar, the Executive Director of the Bar and/or the Chairperson of the Communications Committee of the Bar for review and determination of whether to accept the advertising. In the event of any disagreement between these three persons concerning acceptance or rejection of the advertising, the matter shall be referred to the Executive Committee of the Bar for final determination. Additionally, any of the persons named above, or the Editor-in-Chief of the particular publication involved, may cause any advertising to be reviewed to determine its conformity with these policies as provided herein.

11. PAYMENT/RATES

The Bar reserves the right to request part or full payment before publishing any advertising. The Executive Director and the Headquarters staff shall set and vary advertising rates, subject to any restrictions imposed by the Board of Governors.