

General Information

The *Louisiana Bar Journal* is the official, archived publication of the Louisiana State Bar Association. The bimonthly magazine includes substantive legal articles and other items of interest to Louisiana attorneys. All issues are posted on the Bar's Web site, <http://www.lsba.org>.

Circulation: 20,000+

The *Journal* is mailed to every LSBA member, as well as to 200+ other subscribers (individuals, law libraries and legal organizations nationwide).

Frequency: Bimonthly

The volume year begins with the June/July issue and ends with the April/May issue.

Issue Date: 15th of the month

(June, August, October, December, February and April).

Acceptance and Placement

- ▭ All advertising is subject to approval.
- ▭ The LSBA reserves the absolute right, in its unfettered discretion, to decline to accept advertisement from any individual, corporation, partnership, entity, group or association, without the necessity of giving a reason for its declination.
- ▭ Placement is publisher's choice, with the exception of preferred positions.

Publication Specifications

- ▭ Trim size: 8 1/2" x 10 7/8"
- ▭ Bleed size: 8 5/8" x 11 1/8"
- ▭ Color: All color must be selected in CMYK format.
- ▭ All advertising must be submitted camera-ready in digital format, either mailed on a Zip, CD or other disk, or sent via e-mail.
- ▭ Advertisers mailing ads should include a hard copy of the ad with the disk.
- ▭ Digital ads must be submitted in either PDF, TIF or EPS format. Embed all fonts, photos and graphics, and scan all artwork for high-resolution (at least 300 DPI).
- ▭ E-mailed ads should not exceed 5 MB of space. Larger ads should be mailed on a disk, with a hard copy of the ad attached.
- ▭ PC-compatible ads designed in Pagemaker, Photoshop, Illustrator or InDesign will be accepted, but the advertiser must supply the final ad, along with all fonts and artwork files.
- ▭ Design help is available for an additional production fee. Call for more information.

Proof of Publication

- ▭ Display advertisers receive one copy of the full magazine.
- ▭ Agency-booked display advertisers receive two copies of the full magazine.
- ▭ Non-LSBA member classified advertisers and What's New advertisers receive one tearsheet of the ad.

Ad and Payment Deadlines

- ▭ Pre-payment is required for all display and classified advertising. Ads not paid for prior to publication are subject to removal, at the staff's discretion.
- ▭ Camera-ready ads and payment should be submitted according to the following deadlines. If the ad deadline falls on a weekend or a holiday, the due date is the business day immediately preceding the original deadline.

Issue	Ad & Payment Due Dates
February/March	December 18
April/May	February 18
June/July	April 18
August/September	June 18
October/November	August 18
December/January	October 18

Forms of Ad Payment

- ▭ By check made payable to the "Louisiana State Bar Association."
- ▭ By credit card (MasterCard or Visa only). If you choose to pay by credit card, indicate that preference and a staff member will contact you for the appropriate information.

Agency Commission (Display Ads Only)

- ▭ A 15 percent commission on gross billing of display ads will be given to recognized agencies (a recognized agency will have three or more accounts) on the charges for display space and position, provided that at least three or more insertions have been booked and provided that payment is received by the ad contract deadline. Commission is not paid on color charges. Commission is paid on insert space charges, but not the additional insertion fee.
- ▭ Classified advertising, What's New advertising and boxed advertising are non-commissionable.

Web Site Advertising

- ▭ Call 504.619.0131 or 800.421.5722, ext. 131, for advertising options.

Space Reservations

To reserve advertising space in the Journal, contact:

Journal Advertising

601 St. Charles Avenue
New Orleans, LA 70130-3404

Fax 504.566.0930

Or call 504.619.0131 or
800.421.5722, ext. 131,

for an e-mail address or more information.

Effective 8-15-07

Display Ad Rates and Sizes

Black/White

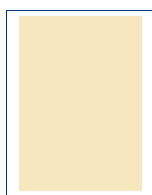
Color Rates: Add \$285 to black/white rate for four-color process. All colors must be selected in CMYK format.

*Add \$50 for specified position.

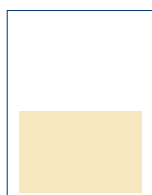
PAGE SIZE	DIMENSIONS		PER INSERTION		
	Width	Height	1x	3x	6x
Full-page*	7 1/8"	10"	\$1,085	\$1,030	\$985
Half-page*	7 1/8"	4 5/8"	\$800	\$745	\$695
Third-page*	7 1/8"	3 1/4"	\$650	\$620	\$590
	2 1/4"	10"	\$650	\$620	\$590
	4 3/4"	4 7/8"	\$650	\$620	\$590
Sixth-page*	4 3/4"	2 3/8"	\$330	\$320	\$300
	2 1/4"	4 1/2"	\$330	\$320	\$300

Preferred Positions and Rates (Full page only), prices are per insertion, 6X only

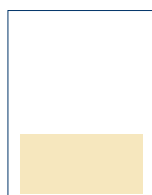
- ▢ Inside Back Cover (four-color) \$1,455
- ▢ Back Cover (four-color) \$1,795
- ▢ Inside Front Cover (four-color) \$1,540
- ▢ Opposite Table of Contents (four-color) \$1,665



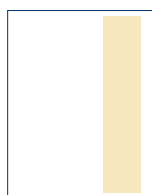
Full Page
7 1/8" x 10"



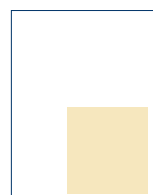
Half Page
7 1/8" x 4 5/8"



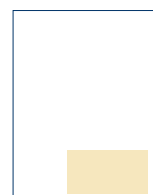
1/3 Page
7 1/8" x 3 1/4"



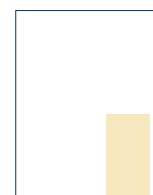
1/3 Page
2 1/4" x 10"



1/3 Page
4 3/4" x 4 7/8"



1/6 Page
4 3/4" x 2 3/8"



1/6 Page
2 1/4" x 4 1/2"

Classified Ad Rates

Members	\$60 for first 50 words; \$1 for each additional word. No additional charge for a blind box number.
Non-members (includes inactive members)	\$85 for first 50 words; \$1 for each additional word.
Blind Box	\$20 charge for non-members, per insertion.
Headings	\$15 for initial headings in large type, per insertion.
Screens	\$25, per insertion.
Discount	20% discount for one year of insertions (6 insertions), paid in full at initial order.

Classified Ad Specs (Text-Only Ads)

- ▢ The LSBA reserves the right to limit the length of ads.
- ▢ All classified advertising must be submitted in writing, via regular mail, fax or e-mail.
- ▢ Payment by check must accompany all classified advertising orders. If you choose to pay by credit card, indicate that preference and a staff member will contact you for the appropriate information.
- ▢ Multiple bookings are accepted for classified ads; however, payment for each insertion must accompany initial order.
- ▢ All print ads are uploaded monthly and archived on the LSBA Web site, www.lsba.org.

C-Box Classified Ad Responses

To respond to a C-Box classified ad, address your envelope to:

C-Box No. _____
c/o Louisiana State Bar Association
601 St. Charles Avenue
New Orleans, LA 70130-3404

Boxed Ads (Classified Section Only)

Boxed classified ads must be provided camera-ready. Ads measure 2 1/4" wide by 2" in height. Cost is \$70 per insertion. Multiple bookings are accepted; however, payment of \$70 for each insertion must accompany initial order. A discount of 20% is given only when 6 insertions are ordered and paid for, in full, at initial order.

Inserts

- ▢ Inserts (either full-page at trim size, or fractional-page size) are billed at the full-page black/white ad rate, plus binding fees for stitching or tipping. No blow-in card inserts will be accepted. Inserts smaller than a full page must be scheduled in conjunction with a facing full-page ad. Call for more information.

What's New!

- ▢ What's New! ads are press releases (350 words maximum) about new products and services for lawyers. Logos or other graphic elements may be included. Cost is \$200. Call for more information.