

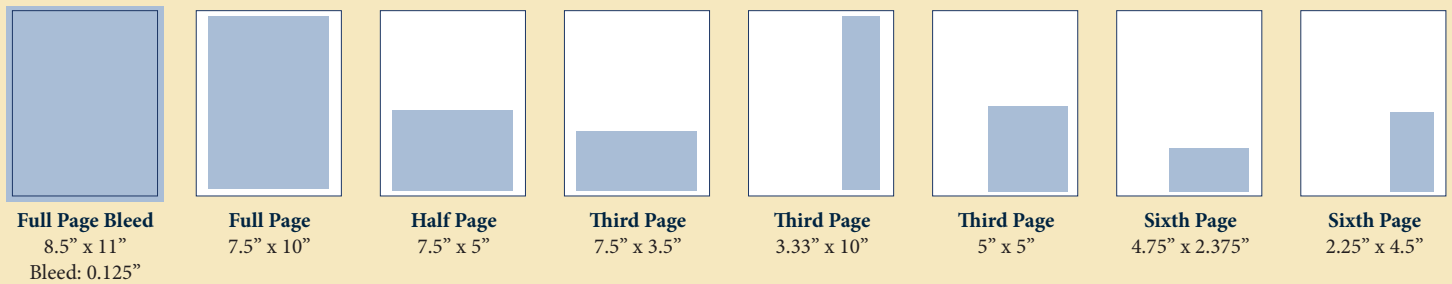
BAR BRIEFS ADVERTISING

ONLINE BAR BRIEFS

DISPLAY ADVERTISEMENTS

| PAGE SIZE | DIMENSIONS | | PER INSERTION | | |
|-------------------|----------------|---------------|---------------|-------|-------------|
| | Width | Height | 1x | 3x | 6x (1 year) |
| Color Full-page* | 8½" (or 8.5") | 10" | \$815 | \$770 | \$740 |
| Color Half-page* | 7½" (or 7.5") | 5" (or 5") | \$600 | \$560 | \$520 |
| Color Third-page* | 7½" (or 7.5") | 3½" (or 3.5") | \$350 | \$330 | \$315 |
| | 3⅓" (or 3.33") | 10" | \$350 | \$330 | \$315 |
| | 5" | 5" | \$350 | \$330 | \$315 |
| Color Sixth-page* | 5" | 2½" (or 2.5") | \$175 | \$165 | \$155 |
| | 3⅓" (or 3.33") | 5" | \$175 | \$165 | \$155 |

There is no extra charge for color; color should be RGB.



Bar Briefs Ad Specifications

- ▶ **Frequency:** Bimonthly (issues published in January, March, May, July, September, November)
- ▶ **Size:** 8.5" x 11"
- ▶ **Color:** There is no extra charge for color, all ads must be RGB or will be converted to RGB color space.
- ▶ **Placement is publisher's choice.** 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 declination.
- ▶ **Payment:** payment by check (made payable to "Louisiana State Bar Association") must accompany all classified advertising orders. If you choose to pay via credit card, indicate that preference and a staff member will contact you for the appropriate information. Pre-payment is required for all advertising. Ads not paid for prior to publication are subject to removal, at the staff's discretion.
- ▶ **Submission:** All advertising must be submitted as camera-ready high-resolution PDF (minimum 300 dpi) in digital format, either emailed or mailed on a CD. All fonts need to be embedded.
- ▶ **Design:** digital design help is available for an additional production fee. If your advertisement is submitted in a different format, digital conversion is available for an additional production fee. Call for more information on fees.

Bar Briefs Deadlines

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 | |
|-----------------|------------------------|-------------|
| | Display | Classified |
| January | December 1 | December 11 |
| March | February 1 | February 11 |
| May | April 1 | April 11 |
| July | June 1 | June 11 |
| September | August 1 | August 11 |
| November | October 1 | October 11 |

Bar Briefs is the bimonthly newsletter of the Louisiana State Bar Association. The newsletter is distributed online-only (first uploaded to the Bar's website, www.lsba.org/publications/barbriefs.asp, with notice of its availability e-blasted to the membership). The newsletter features association and departmental news and other items of interest to LSBA members.

For more info or to advertise, contact
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www.lsba.org/NewsAndPublications



Louisiana
State Bar
 Association

Serving the Public. Serving the Profession.