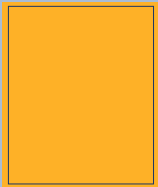
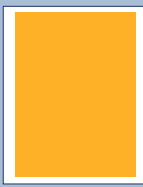


DISPLAY ADVERTISEMENTS

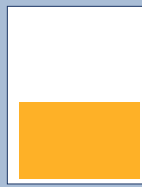
PAGE SIZE	DIMENSIONS		PER INSERTION		
	Width	Height	1x	3x	6x
Full-page BW Bleed*	8.83" (8.5" + 0.125")	11.21" (10.875" + 0.125")	\$1,085	\$1,030	\$985
BW Full-page*	7 ¹ / ₈ " (or 7.125")	10"	\$1,085	\$1,030	\$985
BW Half-page*	7 ¹ / ₈ " (or 7.125")	4 ⁵ / ₈ " (or 4.625")	\$800	\$745	\$695
BW Third-page*	7 ¹ / ₈ " (or 7.125")	3 ¹ / ₄ " (or 3.25")	\$650	\$620	\$590
	2 ¹ / ₄ " (or 2.25")	9.3"	\$650	\$620	\$590
	4 ³ / ₄ " (or 4.75")	4 ⁷ / ₈ " (or 4.875")	\$650	\$620	\$590
BW Sixth-page*	4 ³ / ₄ " (or 4.75")	2 ¹ / ₄ " (or 2.25")	\$330	\$320	\$300
	2 ¹ / ₄ " (or 2.25")	4 ¹ / ₂ " (or 4.5")	\$330	\$320	\$300



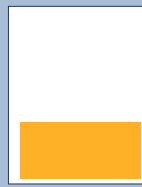
Full Page Bleed
8.5" x 10.875"
Bleed: 0.125"
(with bleed: 8.83" x 11.21")



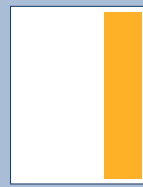
Full Page
7.125" x 10"



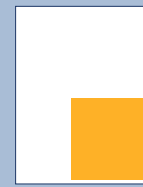
Half Page
7.125" x 4.625"



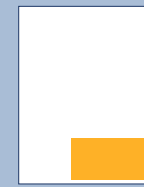
Third Page
7.125" x 3.25"



Third Page
2.25" x 9.3"



Third Page
4.75" x 4.875"



Sixth Page
4.75" x 2.25"



Sixth Page
2.25" x 4.5"

Publication Specifications

- ▶ **Trim Size:** 8.5" x 10.875"
- ▶ **Full Page Bleed:** is available, 8.625" x 11.125" plus bleed size of 0.125"
- ▶ **Color:** All color must be in CMYK format. Any other colors will be converted to CMYK format.
- ▶ **Accepted File Formats:** All advertising must be submitted camera-ready in high-resolution (minimum 300 dpi) digital file format, preferably in Acrobat PDF. Submit files via email, or contact for submission alternative. If using alternate format, please contact.
- ▶ **Ad Design:** design help for basic black and white ads is available for an additional production fee. If you need assistance converting your file into an acceptable file format, there is an additional production fee. No changes will be made to camera-ready advertisements. It is the advertiser's responsibility to review ad proofs and report errors before deadline.
- ▶ **Cancellation Policy:** No cancellations were accepted after the space reservation deadline. When new art or instructions are not received by deadline, previous ads will be repeated according to contract. All advertisers who do not fulfill their complete contract will be rebilled for the rate difference between the number of times their ads actually ran and the number contracted.

Position Rates*

Add \$50 for specified position.

Preferred Postions & Rates

There are full-page, four-color preferred positions that are available on first-come, first served basis. Prices are per insertion, full color and contracted for a six-time run only.

- ▶ **Inside Back Cover** \$1,455
- ▶ **Back Cover** \$1,795
- ▶ **Inside Front Cover** \$1,540
- ▶ **Page One** \$1,665
- ▶ **Opposite Table of Contents** \$1,665

Color Rates*

All ad rates are in **black and white**. To add color, add \$285 for four-color process color. **All colors must be CMYK format.**

For more info or to advertise, contact
Krystal Bellanger Rodriguez
 call 504.619.0131 • fax 504.566.0930
 email kbellanger@lsba.org
www.lsba.org/NewsAndPublications



Louisiana
State Bar
 Association

Serving the Public. Serving the Profession.

CLASSIFIED ADVERTISEMENTS

LSBA Members

\$60 for the first 50 words
\$1 for each additional word
FREE Blind C-Box number

Non-members

(including inactive LSBA members)

\$85 for the first 50 words
\$1 for each additional word
\$20 Blind C-Box, per insertion

Headings

\$15 for initial headings in larger type, per insertion

Screens

\$25 for a color or grey screen behind text ad, per insertion

Discount

20% discount for one year (6 insertions), paid in full at initial order.

Classified Ad Specifications

- ▶ **Blind C-Box**: to respond to a confidential Blind C-Boxes address your envelope to: C-Box No. _____, c/o Louisiana State Bar Association, 601 St. Charles Ave., New Orleans, LA 70130-3404
- ▶ **Size**: The LSBA reserves the right to limit the length of ads
- ▶ **Submission**: All classified advertising must be submitted in writing, via email or mail or fax.
- ▶ **Payment**: payment by check 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.
- ▶ **Multiple ad runs**: multiple bookings are accepted for classified ads; however, payment for each insertion must accompany initial order
- ▶ **Website**: All classified ads are uploaded monthly and archived on the LSBA website, www.lsba.org

Boxed Classified Ads

Boxed ads are in the classified section only. No placement can be guaranteed.

- ▶ **Size**: 2.25" wide by 2" high
- ▶ **Cost**: \$70 per insertion
- ▶ **Discount**: Multiple bookings are accepted, payment of \$70 per insertion must accompany initial order. A discount of 20% is given when a consecutive year (6 insertions) are ordered and paid in full at initial order.
- ▶ **Digital file format**: boxed ads must be provided camera-ready, minimum 300 dpi, black and white only, high-resolution PDF digital file via email.

INFORMATION & TERMS

- ▶ **Proof of Publication**: display advertisers will receive one copy of the full magazine, agency-booked display advertisers will receive two copies of the full magazine, non-LSBA member classified advertisers will receive one tearsheet of their advertisement.
- ▶ **Agency Commission/Discount**: for display advertisements only. A 15% commission/discount on gross billing of display ads will be given to recognized agencies 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.
- ▶ **Advertising Payment**: 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.
- ▶ **Forms of Payment**: The LBJ will accept checks made payable to the "Louisiana State Bar Association" or via credit card. If choosing to pay via credit card, indicate that preference and a staff member will contact you for the appropriate information.

Preprinted Inserts

- ▶ **Rates**: are billed at the full-page black and white ad rate, plus binding fees.
- ▶ **Fees**: Charges for inserts that require tip-in, trimming or special handling costs will be in addition to the space rate.
- ▶ **Size**: Inserts smaller than a full page must be scheduled and in conjunction with a facing full-page ad. Call for more information.
- ▶ **Shipping**: All preprinted inserts must be shipped to the LBJ printer, please call for physical plant address.
- ▶ **Placement**: All preprinted inserts are either saddle-stitched or perfect bound within the magazine. Inserts must be submitted for mechanical approval prior to acceptance.

For more info or to advertise, contact
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