

# The PBA Lawyers Directory & Product Guide

**G**et your product within reach of thousands of Pennsylvania lawyers and related legal businesses. Advertise in *The PBA Lawyers Directory & Product Guide*.

If you want your product to reach Pennsylvania's lawyers, advertise in the one book Pennsylvania lawyers reach for when in search of important information.

*The PBA Lawyers Directory & Product Guide* is used by lawyers, law firm administrators, paralegals, legal secretaries and court personnel.

Published annually by the Pennsylvania Bar Association, the *Directory & Product Guide* has served Pennsylvania's lawyers for more than 30 years. It's an essential tool for every Pennsylvania law office — and every advertiser of legal products.

## Display Sizes and Gross Rates

<b>Divider tabs</b>	B & W only	\$2,435
<b>Cover 2</b>	(includes 4/C)	\$3,445
<b>Cover 3</b>	(includes 4/C)	\$3,445
<b>Cover 4</b>	(includes 4/C)	\$5,240
<b>Full Page</b>	8 1/2" W x 11" D	\$2,120
trim	8 3/8" W x 10 7/8" D	
active area	7" W x 9 5/8" D	
<b>1/2 pg. Vert.</b>	4 5/8" W x 7 1/8" D	\$1,240
<b>1/2 pg. Horiz.</b>	7" W x 4 3/4" D	\$1,240
<b>1/3 pg. Vert.</b>	2 1/4" W x 9 5/8" D	\$ 955
<b>1/3 pg. Horiz.</b>	4 5/8" W x 4 3/4" D	\$ 955
<b>1/4 pg. Square</b>	3 1/4" W x 4 3/4" D	\$ 715
<b>Inserts – CALL WITH SPECS FOR PRICING</b>		

*NOTE:* All display advertisers will receive one FREE listing in the Product and Service Guide.

## Special Opportunities (Net Rates)

<b>Profiles</b>	full page	\$ 860
	2/3 pg	\$ 705
	1/2 pg	\$ 580
	1/3 pg	\$ 475

(Rates include a COMPLIMENTARY copy of the Directory for each profile)

**Firm-to-Firm Listing** \$ 100

**Expert Witness Guide** Full Page Black & White ad: \$500, includes a free listing in the "Experts" category of the Product & Service Guide section.

## Contact

**Coleen Jones**  
**Pennsylvania Bar Association**

100 South Street, P.O. Box 186

Harrisburg, PA 17108-0186

Phone: 800-932-0311, ext. 2226, Fax: 717-213-2507

Email: coleen.jones@pabar.org

**Terms:** New advertisers and all business card advertisers must be prepaid with order. Currently contracted and approved PBA advertisers will be billed.

*Please see reverse side for additional information.*

## Deadline Information

### Display Advertising within County Sections

Space Reservation      Oct. 16, 2017  
Materials Due            Oct. 23, 2017

### Display Advertising on Covers & Tabs or within Yellow Pages/ Product Guide

Space Reservation      Oct. 23, 2017  
Materials Due            Oct. 31, 2017

### Law Firm Profiles, Firm-to-Firm Referrals and Expert Witness

Materials Finalized      Oct. 6, 2017

### All Art Material to be sent to:

Tina Schreiber  
PA Bar Association  
100 South Street  
Harrisburg, PA 17108  
Phone: 800-932-0311, Ext. 2277  
Email: tina.schreiber@pabar.org

## Mechanical Requirements

**Trim Size:** 8 3/8" x 10 7/8"      **Printed:** Web Offset

**Halftones:** 150-line screen      **Binding:** Perfect

**Negatives:** Right reading, emulsion down (RRED)

**Color Separations:** Max Density: 260%

### Digital Ads:

*File Formats:* Preferred format is PDF/Acrobat 4.05 or later set for compatibility with PDF version 1.3 (Acrobat4); EPS, or TIFF. All high-resolution images (300 dpi or better) and fonts must be embedded within the supplied PDF.

*Page Layout:* Supply as single page files only, Right Reading, Portrait Mode, 100% Size, No Rotation. Created to the trim of the journal plus a minimum 1/8" bleed on all sides. Keep live matter 1/2" from trim edges. Please keep trim and registration marks at least 12 points away from the "live" page areas. All fonts and graphics must be embedded or included with the files and conform to the file formats listed above.

*Color Space:* All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Spot Colors are to be identified using the standard Pantone naming convention.

*Media:* CD-ROM/ISO-9660 PC Format. All media must be labeled with following: Journal Title, Volume # & Issue Date, FTP transfer accepted by arrangement only.

*Proofs:* All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale. Revised proofs must be supplied whenever a text or design change is made. ANY alteration to a file will require output of a new proof at cost to the customer.

## General Requirements

- Written confirmation must follow all verbal orders. Verbal space reservations are not considered firm orders.
- Contracts are available to secure frequency discounts. Any advertiser who does not complete a committed schedule within the contracted year will be billed at the shorter rate.
- All advertising is subject to publisher's approval. Publisher reserves the right to reject any advertisement. Advertisements are accepted and published upon representation that the party placing such advertising is authorized to publish any and all such materials. In the event of nonpayment, publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies that are due and payable. Advertiser and/or agency are subject to the terms/conditions stated in the standard Magazine Publishers of America contract.
- A contract (except for covers and preferred or specified positions) may be suspended or cancelled upon written notice received on or before each issue's space closing date. The rate will be adjusted to that earned by the actual number of insertions used.
- Terms: Net 15 days from date of invoice.
- Agency must perform all AAAA's recognized functions and supply camera-ready material. **Prepayment required for all first-time advertisers.**