

# The Pennsylvania Bar News

The newspaper that lawyers statewide turn to twice each month for appellate court summaries and valuable information about their profession and their professional association.

The **Pennsylvania Bar News** has become required reading for the thousands of Pennsylvania Bar Association members. Each issue includes in-depth articles about issues

and events that impact Pennsylvania lawyers. The “Avoiding Malpractice” column is a popular offering, as well as the regular columns on law practice management, legislative initiatives and ethics. Its newspaper format is ideal for busy lawyers who need a quick read. The *Pennsylvania Bar News* reaches more Pennsylvania lawyers biweekly than any other statewide legal publication.

## Display Rates / Black & White

|                  | 1x      | 3x      | 6x      | 12x     | 18x     | 24x     |
|------------------|---------|---------|---------|---------|---------|---------|
| <b>Full Page</b> | \$2,535 | \$2,475 | \$2,260 | \$2,125 | \$2,065 | \$2,005 |
| <b>1/2 Page</b>  | \$1,460 | \$1,390 | \$1,305 | \$1,220 | \$1,205 | \$1,165 |
| <b>1/4 Page</b>  | \$1,035 | \$985   | \$920   | \$890   | \$855   | \$830   |
| <b>1/8 Page</b>  | \$545   | \$515   | \$495   | \$455   | \$445   | \$435   |

## Color Options

**Color:** Reflex Blue only: \$400  
Matched PMS: \$650 per color  
Four Color: \$900

## Additional Data

- Orders specifying positions other than those offered above will be guaranteed at 15% premium of the earned black and white rate.
- Frequency rates combine with *The Pennsylvania Lawyer*
- Mechanical charges billed back to advertiser at cost.

## Mechanical Requirements

**Trim Size:** 10 1/5” x 11”

**Printed:** Web Offset

**Full Image Area:** 9 3/4” x 10 1/4”

**Halftones:** 100-line screen (85-line screen suggested)

### Digital Ads:

**File Formats:** Preferred format is PDF/Acrobat 4.05 or later set for compatibility with PDF version 1.3 (Acrobat 4); EPS, or TIFF. All high-resolution images and fonts must be included.

**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. 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.

**Media:** CD-ROM/ISO-9660 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.

## Closing Dates

| Issue Date      | Space Reservation Closing | Materials Due |
|-----------------|---------------------------|---------------|
| January 2, 2017 | Dec. 5, 2016              | Dec. 12, 2016 |
| January 23      | Dec. 23                   | Dec. 30       |
| February 6      | Jan. 9, 2017              | Jan. 13, 2017 |
| February 20     | Jan. 23                   | Jan. 30       |
| March 6         | Feb. 6                    | Feb. 13       |
| March 20        | Feb. 21                   | Feb. 27       |
| April 3         | March 6                   | March 13      |
| April 17        | March 20                  | March 27      |
| May 1           | April 3                   | April 10      |
| May 15          | April 17                  | April 24      |
| June 5          | May 8                     | May 15        |
| June 19         | May 22                    | May 26        |
| July 3          | June 5                    | June 12       |
| July 24         | June 26                   | July 3        |
| August 7        | July 10                   | July 17       |
| August 21       | July 24                   | July 31       |
| September 4     | Aug. 7                    | Aug. 14       |
| September 18    | Aug. 21                   | Aug. 28       |
| October 2       | Sept. 5                   | Sept. 11      |
| October 16      | Sept. 18                  | Sept. 25      |
| November 6      | Oct. 9                    | Oct. 16       |
| November 20     | Oct. 23                   | Oct. 30       |
| December 4      | Nov. 6                    | Nov. 13       |
| December 18     | Nov. 20                   | Nov. 27       |

## Shipping Instructions

Advertising print materials should be sent to:

### Editor

#### The Pennsylvania Bar News

100 South Street, P.O. Box 186  
Harrisburg, PA 17108-0186

Phone: 800-932-0311, ext. 2259, Fax: 717-238-2342

Email: nancy.wilkes@pabar.org

Inquiries and insertion orders should be sent to:

### 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

## Ad Dimensions

| Unit               | Width   | Depth  |
|--------------------|---------|--------|
| Full Page Spread   | 21 1/2" | 10"    |
| 1/2 Island Spread  | 16"     | 6"     |
| Full Page/No Bleed | 10 1/8" | 10"    |
| 1/2 Horizontal     | 10 1/8" | 5"     |
| 1/2 Island         | 7 3/8"  | 6"     |
| 1/2 Vertical       | 5"      | 10"    |
| 1/4 Horizontal     | 10 1/8" | 2 3/8" |
| 1/4 Vertical       | 5"      | 5"     |
| 1/8 Vertical       | 2 1/4"  | 5"     |

## Firm Announcement Ad Requirements

**Size:** 5" W x 2 1/2"D

**Cost:** \$ 300

5" W x 4 1/2"D

\$ 500

## 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 canceled 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.**