

2010 RATE CARD AND AD SPECIFICATIONS



The Only Legal Publication Reaching Every Attorney in Texas

MONTHLY CIRCULATION

Circulation: 99,000

State Bar of Texas members + subscribers

RATE POLICY

Advertisers will be protected at their contracted rate for the duration of their contract. Contracts may be cancelled with 30 days notice by either party. Advertisers may be short rate billed if the contract rate has not been earned up to the date of cancellation.

Cancellations are not accepted after published closing dates.

PAYMENT

First-time advertisers must make payment for the first insertion when advertising materials are submitted. Pre-invoices will be created, if necessary. Credit card authorization forms are also available using MasterCard, VISA, American Express, and Discover.

DISCOUNTS

Agency, 15%. Prepayment of a year-long contract, 2%.

INSERTS

Inserts are available. Please inquire.

ADVERTISING MATERIAL SPECIFICATIONS

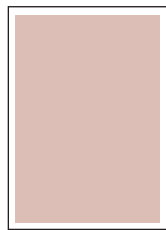
The *Texas Bar Journal* is a process-color (CMYK) publication.

All ads must be submitted in digital format using: **QuarkXpress** (include postscript screen/printer fonts and imported graphics), **Illustrator EPS** (convert all fonts to outline and include imported graphics), **Photoshop EPS**, or a high-resolution **Acrobat PDF** (embed all fonts and graphics). All color files must be CMYK with a resolution of not less than 300 dots per inch.

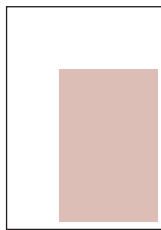
Ad layout is the responsibility of the advertiser, although a basic black & white ad can be designed for a fee.

Files may be submitted on disc or by e-mail to **sbrennan@texasbar.com**. All color files must be CMYK with a resolution of not less than 300 dots per inch.

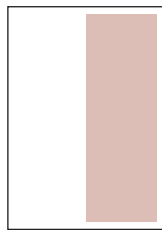
AD SIZE REQUIREMENTS



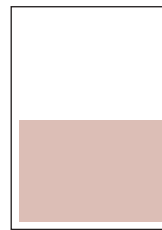
Full Page
7" x 10"



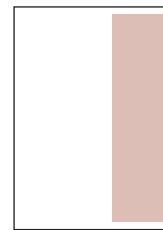
Junior Page (Digest)
4⁵/₈" x 7"



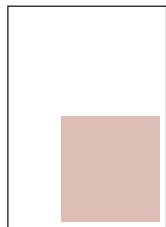
Half Page (vertical)
3³/₈" x 10"



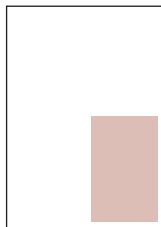
Half Page (horizontal)
7" x 4⁷/₈"



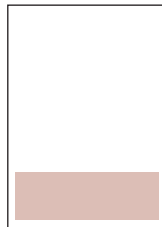
One-Third Page (vertical)
2¹/₈" x 10"



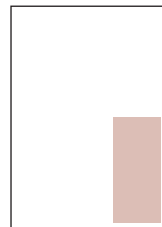
One-Third Page (horizontal)
4⁵/₈" x 4⁷/₈"



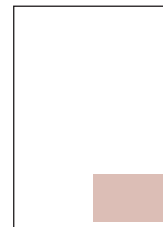
One-Fourth Page (vertical)
3³/₈" x 4⁷/₈"



One-Fourth Page (horizontal)
7" x 2¹/₄"



One-Sixth Page (vertical)
2¹/₈" x 4⁷/₈"



One-Eighth Page (horizontal)
3³/₈" x 2¹/₄"

Trim size: 8³/₈" x 10⁷/₈"
Non-bleed area: 7" x 10"
Live area: 8¹/₈" x 10⁵/₈"
Bleed size: 8⁵/₈" x 11³/₈"

Column widths: 3¹/₂" in two-column format; 2¹/₈" in three-column format

Double page spread: Non-bleed, 14⁷/₈" x 10"; Bleed, 17¹/₄" x 11³/₈"

Post cards and inserts: Must have 3" flap. Flap must be scored or perforated and folded on top of copy.

TEXAS BAR JOURNAL RATES

EFFECTIVE JANUARY 1, 2010

RATES ARE PER MONTH

FOUR COLOR*					BLACK & WHITE*				
	1x	3x	6x	11x		1x	3x	6x	11x
Full	\$4,295	\$4,065	\$3,855	\$3,650	Full	\$3,190	\$2,970	\$2,785	\$2,600
Junior Page	\$3,685	\$3,450	\$3,280	\$3,130	Junior Page	\$2,470	\$2,355	\$2,210	\$2,080
1/2 Page	\$3,470	\$3,265	\$3,135	\$2,945	1/2 Page	\$2,260	\$2,180	\$2,065	\$1,890
1/3 Page	\$3,035	\$2,865	\$2,675	\$2,540	1/3 Page	\$1,790	\$1,775	\$1,605	\$1,495
1/4 Page	\$2,615	\$2,470	\$2,355	\$2,245	1/4 Page	\$1,515	\$1,380	\$1,135	\$1,085
Center Page Spread (2 Pages)	\$7,590	\$7,160	\$6,805	\$6,460	1/6 Page	\$1,155	\$1,075	\$1,020	\$970
IFC & IBC				\$4,200	1/8 Page	\$955	\$885	\$835	\$790
Back Cover				\$4,960					

B/W LAW FIRM ANNOUNCEMENTS*

	1x	3x	6x	11x
Full	\$2,365	\$2,225	\$2,120	\$2,020
1/2 Page	\$1,755	\$1,625	\$1,575	\$1,470
1/3 Page	\$1,445	\$1,340	\$1,240	\$1,170
1/6 Page	\$1,015	\$865	\$780	\$760

***Add \$95 For Specified Position**

DEADLINES

2010 Issue:	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Space Deadline:	11/20	12/18	1/22	2/19	3/19	4/23	5/21	No Issue	7/23	8/20	9/24	10/22
Copy Deadline:	11/27	12/28	1/29	2/26	3/26	4/30	5/28	No Issue	7/30	8/27	9/30	10/29

COST EFFICIENCY

The success of your campaign depends on the number of lawyers who see your message, how many respond and how efficiently you've reached your target. Below is a comparison of legal publications showing how much you pay to reach every 1,000 subscribers. **The Texas Bar Journal is the only legal publication reaching every attorney in Texas** for a total market penetration with top efficiency.

Publication	Cost B&W 1X	Circulation	Cost-Per-Thousand
ABA Journal	\$20,060	375,045	\$53.48
Dallas Headnotes	\$2,166	10,000	\$216.60
The Houston Lawyer	\$2,200	12,500	\$176.00
Texas Lawyer	\$4,885	4,905	\$995.92
American Lawyer	\$11,035	17,000	\$649.11
Texas Bar Journal	\$3,190	99,000	\$32.22

(Source: 2009 media kits per Internet posting & BPA Worldwide)

Susan Brennan • Advertising Manager
(512)427-1523 • sbrennan@texasbar.com