

The PBA Lawyers Directory & Product Guide

Get 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

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

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

Special Opportunities (Net Rates)

Profiles	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, 2018
Materials Due Oct. 23, 2018

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

Space Reservation Oct. 23, 2018
Materials Due Oct. 31, 2018

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

Materials Finalized Oct. 5, 2018

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.**