

The PBA Lawyers Directory & Product Guide

Get your product within reach of thousands of Pennsylvania lawyers and related legal business. 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.

By advertising in *The Pennsylvania Bar Association Lawyers Directory & Product Guide*, you will reach one of the **largest legal audiences in the nation.**

Published annually by the Pennsylvania Bar Association, the directory & product guide has served Pennsylvania's lawyers for more than 20 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	\$2,365
Cover 2	(includes 4/C)	\$3,345
Cover 3	(includes 4/C)	\$3,345
Cover 4	(includes 4/C)	\$5,085
Full Page	8 1/2" W x 11" D	\$2,060
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	\$1,205
1/2 pg. Horiz.	7" W x 4 3/4" D	\$1,205
1/3 pg. Vert.	2 1/4" W x 9 5/8" D	\$ 925
1/3 pg. Horiz.	4 5/8" W x 4 3/4" D	\$ 925
1/4 pg. Square	3 1/4" W x 4 3/4" D	\$ 695

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	\$ 835
	2/3 pg	\$ 685
	1/2 pg	\$ 560
	1/3 pg	\$ 460

(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.

Call SAGE Publications

Diane Diamond

(267) 282-5468

FAX: (805) 375-5282

E-mail: diane.diamond@sagepub.com

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. 15, 2010
Materials Due Oct. 22, 2010

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

Space Reservation Oct. 29, 2010
Materials Due Nov. 5, 2010

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

Materials Finalized Oct. 15, 2010

All Art Material to be sent to:

Tina Schreiber
PA Bar Association
100 South Street
Harrisburg, PA 17108
Phone: 1-800-932-0311, Ext. 2277
E-mail: 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 Format or Zip Disk (100MB, 250MB) Mac or 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.