

The Pennsylvania Lawyer

Pennsylvania's award-winning statewide legal magazine reaching one of the nation's largest legal audiences.

The Pennsylvania Lawyer, with a circulation of 30,000, is the only statewide magazine published for the legal profession in Pennsylvania. As the flagship publication of the Pennsylvania Bar Association, *The Pennsylvania Lawyer* enjoys a readership of 95 percent and provides lawyers with the latest information about trends and

developments in the legal field and the practice of law. The bimonthly magazine offers award-winning feature stories written by some of the nation's foremost legal experts on a variety of subjects including developments in specific areas of the law, client relations, law office management, professional enrichment, and the movers and shakers in Pennsylvania's legal community. Readers also enjoy popular regular columns on technology, ethics and legislation affecting the legal community.

Display Rates / Black & White

	1x	3x	6x	9x	12x
Full Page	\$2,460	\$2,195	\$2,065	\$2,005	\$1,865
1/2 Page	\$1,420	\$1,280	\$1,215	\$1,160	\$1,095
1/3 Page	\$1,010	\$910	\$870	\$835	\$800
1/6 Page	\$530	\$485	\$460	\$420	\$400

Color Options / Preferred Positions

Color:

Matched PMS \$ 650 (screen build)
Four Color \$ 900
All color pages must be accompanied by two identifiable SWOP-compliant proofs.

Preferred Positions:

Cover Two Earned B&W page rate plus 30%
Cover Three Earned B&W page rate plus 30%
Cover Four Earned B&W page rate plus 35%
Page One Earned B&W page rate plus 25%
Facing Contents Earned B&W page rate plus 25%

Orders specifying positions other than those offered above will be guaranteed at 15% premium on space.

Additional Data

- *Center Spread*: Twice the full-page rate plus 5%
- Reprint service unavailable
- Frequency rates combine with the *Pennsylvania Bar News*
- Production charges billed back to advertiser at cost
- Inserts available; call your representative for details
- Firm Announcements: 4 5/8" W x 4 3/4" D - \$300

Purchasing Profile

- Legal marketing and business development outlays are expected to increase by 40%.
- As advisors to clients at virtually every stage of business, legal professionals are unsurpassed in the areas of financial services and planning, banking, insurance and investments.
- Our readers have made a sizable investment in computerizing their offices and will continue to enhance their investment by upgrading and expanding current equipment.
- Our readers are major consumers of electronic equipment such as cellular phones, FAX machines, copying machines, voice mail and paging systems.
- Delivery services, mailing services, process servers, deposition and reporting services and temporary office personnel are essential to our readers.
- Many of our readers are busy parents with above-average financial means. Our publications are perfect vehicles to advertise summer camps; private schools; real estate and vacation homes; luxury items (jewelry, fine art, automobiles, recreational vehicles); security systems; cultural events; travel services; restaurants; financial/investment services; antiques.

Closing Dates

Issue	Space Reservation Closing	Materials Closing
January/February	Nov. 10, 2010	Nov. 17, 2010
March/April	Jan. 12, 2011	Jan. 20, 2011
May/June	March 10	March 17
July/August	May 9	May 16
September/ October	July 11	July 18
November/ December	Sept. 12	Sept. 19

Ad Dimensions

Unit	Width	Depth
Two-Page Spread	15 1/4"	9 13/16"
Full Page/ No Bleed	7"	9 5/8"
Cover 4	6"	9 5/8"
1/2 Horizontal	7"	4 3/4"
1/3 Square	4 5/8"	4 3/4"
1/3 Vertical	2 1/4"	9 5/8"
1/6 Vertical	2 1/4"	4 3/4"

Shipping Instructions

Advertising print materials should be sent to:

Editor

The Pennsylvania Lawyer

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Harrisburg, PA 17108-0186

Phone: (800) 932-0311, FAX: (717) 238-2342

E-mail: editor@pabar.org

Inquiries and insertion orders should be sent to:

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Mechanical Requirements

Trim Size: 8 1/4" x 10 7/8"

Printed: Web Offset

Bleed Size: 8 3/8" x 11 1/8"

Binding: Saddle-stitch

Halftones: 150-line screen

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 (Acrobat 4); 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.

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 non-payment, 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.**