

Rate Card 2012

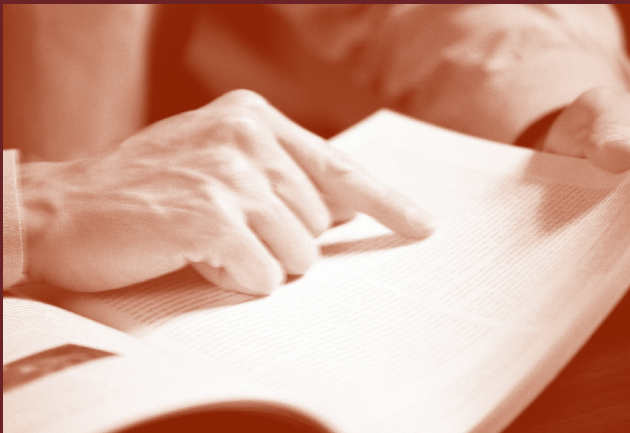
Effective January 1, 2012

ILLINOIS BAR
JOURNAL
100 Years

The Magazine of Illinois Lawyers



ILLINOIS STATE
BAR ASSOCIATION



Illinois Bar Journal Rate Card



The Magazine of Illinois Lawyers

Reach Illinois Legal professionals in the monthly magazine they read most and consider most useful. Every month the *Illinois Bar Journal*, the flagship publication of the Illinois State Bar Association, reaches more lawyers, judges, and other legal professionals than any other legal publication in the state.

And *Journal* readers are decision makers. 62% are involved in the purchase of outside products and/or services, such as computers, office supplies, banking/financial services, office leasing, and litigation support services. 51% purchase or influence the purchase of computer software.

Add to this the fact that the average *Journal* reader has a total household income of \$159,000; you've got a decision-maker with purchasing power.

Publisher

The *Illinois Bar Journal* is published monthly by the Illinois State Bar Association, 424 S. Second St., Springfield, IL 62701-1779. Phone (800) 252-8908 or (217) 525-1760. Fax (217) 525-9063. Web site: <http://www.isba.org>

Editorial Personnel

Managing Editor—Mark S. Mathewson
e-mail: mmathewson@isba.org

Advertising Sales Coordinator

Nancy Vonnahmen
e-mail: nvonnahmen@isba.org

Subscription and Circulation

Established 1912. Single copy, \$4 members; \$6 non-members. Per year, \$13.19 for members; \$50 for libraries; \$60 for nonlawyers and nonresidents. Average monthly circulation—33,000.

Agency Commission

15% to recognized agencies.

Issue and Closing Dates

Published monthly. Issued by 10th of publication month. Closing date for all advertising (artwork or copy) is the first of the month preceding the month of issue.

Payment Policy

The publisher requires prepayment of the first two insertions placed by any new out-of-state advertisers, and prepayment of the first insertion only for all new in-state advertisers. The publisher reserves the right to cancel or reschedule any advertising when payment for published advertising is overdue.

Rate Policy

The publisher reserves the right to raise rates on 60 days written notice.

Display Advertising Rates

Multiple Insertion Policy

In order to receive the multiple insertion discount, advertisers must contract for multiple insertions in writing and before any ad is actually published. If the advertiser places fewer ads than contracted for in a 12-month period, the advertiser is liable for the rate that applies to the number of insertions actually placed.

Black/White

Ad Size	1x	3x	6x	12x
Full page	\$3,025	\$2,874	\$2,722	\$2,571
2/3 page	2,421	2,299	2,178	2,057
1/2 page island*	2,194	2,084	1,974	1,864
1/2 page	1,943	1,845	1,748	1,651
1/3 page	1,497	1,422	1,347	1,272
1/4 page	1,203	1,142	1,082	1,022
1/6 page	821	779	738	697

*Guaranteed no other ad on page.

Cover Position Rates**

	1x	3x	6x	12x
2nd Cover*	\$4,806	\$4,565	\$4,325	\$4,085
3rd Cover*	4,123	3,916	3,710	3,504
4th Cover*	4,950	4,702	4,455	4,207

* Price includes four-color charge.

**Contracts for advertising space on the second, third and fourth covers may not be cancelled or amended. Advertiser is liable for costs as contracted regardless of any copy or color change, and regardless of cancellation by the advertiser of any such ad, unless such changes result in extra printing costs to the publisher, in which case the advertiser is liable for such costs.

Inserts - One to four preprinted surfaces (or card): Page B/W rate plus \$250 mechanical charge. Five to eight preprinted surfaces: Page-and-one-half B/W rate plus \$250 mechanical charge. Call for more information.

Preferred Position - Add 10% to applicable rate.

Double Spread - Two-page rate plus any preferred position change.

Center Spread - Two-page rate plus 10%.

Two-color - Earned rate plus \$235.

Four-color - Earned rate plus \$650.

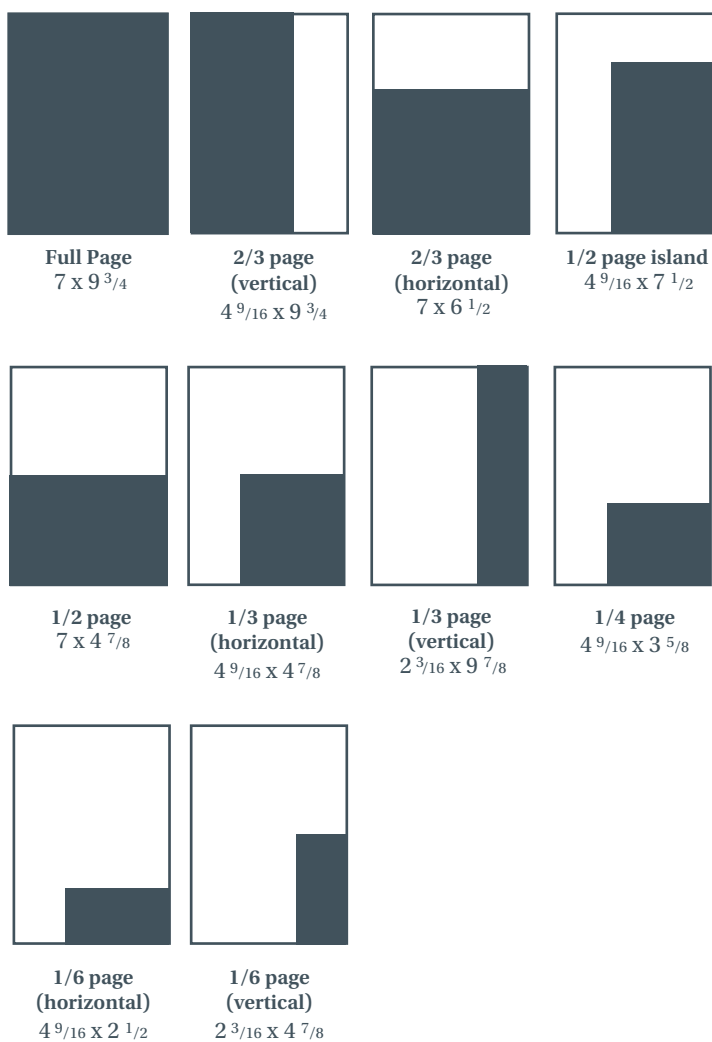
Extra Charges - Extra charges are assessed for services such as scanning artwork, handling additions or changes, etc. These charges are not commissionable.

Mechanical Printing Specifications

- Send all materials to publisher in Springfield, IL
- Electronic files preferred. Call for specifications.
- Trim size: 8 1/4" x 10 7/8"
- Bleed size: 8 3/4" x 11 1/4"
- Binding method: saddle stitched
- Halftone screen: 133 or better
- Proof required with electronic files.

Mailing Instructions

Space contracts, insertion orders, correspondence, artwork, proofs and copy should be addressed to Advertising Sales Coordinator, *Illinois Bar Journal*, 424 S. Second St., Springfield, IL 62701-1779.



Illinois Bar Journal Classified Advertising

Practice Mart

This section is designed to accommodate expert witness and similar ads, but is not limited to such ads.

Submitting Ads

1. Submit advertisement typewritten on your letterhead or on plain paper accompanied by your name, address, telephone and fax numbers; or send via e-mail to nvonnahmen@isba.org.
2. If you desire to submit your ad as a blind confidential ad, we will assign a box address number to it for an extra charge of \$15. All mail we receive addressed to your box number will be forwarded to you as it is received at ISBA headquarters.
3. Submit check in advance with ad or charge it using your Visa, MasterCard or American Express. Make check payable to the Illinois State Bar Association.

Deadlines

1. Deadline for submission of an ad is the 1st day of the month preceding the month of publication (for example: June 1 for the July issue of the *Illinois Bar Journal*). Copy for the ad must be received at ISBA headquarters by that date.
2. Deadline for cancellation of an ad that has been submitted is the 1st day of the month preceding the month of publication.

Classified Display Ad Rates

Ad Size	1x	3x	6x	12x
1/12 page (2 3/16" x 2 3/8")	\$335	\$318	\$301	\$284
1/24 page (2 3/16" x 1 3/16")	\$182	\$172	\$163	\$154

Classified Display ads may contain as many words as will fit, boldface type, illustrations, fancy borders, etc. No extra charge for composition.

Line Ad Rates

\$3.00 per word, \$50 minimum.

For blind box address, add \$15 per insertion.

Mailing Instructions:

PracticeMart
Illinois Bar Journal
424 S. Second Street
Springfield, IL 62701-1779

FX: (217) 525-9063
PH: (217) 525-1760 ext. 1437 or
1(800) 252-8908
Email: nvonnahmen@isba.org

Pertinent ISBA Publications Advertising Policies

PREAMBLE

ISBA's charter states objectives of the Association, including the injunction "to establish and maintain the honor, standards and dignity of the legal profession, . . . to improve the prompt administration of justice [and] to promote the general welfare of the members of the Association . . ." As such, ISBA has determined that publication of advertisements in ISBA publications may imply the endorsement, recommendation, support or approval of such products and services by the Illinois State Bar Association. This implication will be considered in determining whether potential advertising will be accepted or is misleading or deceptive to the readers of ISBA publications. In all matters relating to the interpretation of the following policies, their application to potential advertising, the decision of ISBA will be final and controlling.

1. All advertising is subject to ISBA approval. ISBA reserves the right to reject any advertising at any time and for any reason.
2. As a matter of policy, the following are not accepted:
 - (a) Advertising for products or services that are illegal or whose movement in interstate commerce is illegal.
 - (b) Advertising relating to contests, lotteries, or the offering of prizes based on chance, unless first cleared by the U.S. Postal Service.
 - (c) Advertising relating to alcoholic beverages or tobacco products.
 - (d) Advertising by or on behalf of political candidates at any level, including, but not limited to, internal ISBA positions. Candidates for the office of ISBA third vice-president may advertise their candidacy in the *ISBA Bar News*.
 - (e) Advertising advocating positions on political or social issues.
 - (f) Advertising which may violate or may enable another to violate the Illinois Code of Professional Responsibility, the Illinois Rules of Professional Conduct, or the Illinois Code of Judicial Conduct.
 - (g) Advertising which is on its face false and/or misleading to the "reasonable reader" of ISBA publications and/or advertising copy for which the advertiser cannot provide factual substantiation or legal authorization from the appropriate jurisdiction when requested and which therefore might be false, misleading and/or violative of the Illinois Rules of Professional Conduct, the Illinois Code of Professional Responsibility, or the Illinois Code of Judicial Conduct.
3. Advertising may not in subject matter, content, material or design jeopardize the mailing status of the publication in which it appears. The publisher reserves the right to obtain an opinion from the U.S. Postal Service on this question.
4. Advertising which by its subject matter or content may imply or lead to an implication of ISBA endorsement, recommendation, support, or approval will be accepted if, as a condition of acceptance, it includes in

the advertisement a disclaimer which indicates that the product or service is not endorsed, recommended, supported, or approved by ISBA.

5. No unpaid advertising space will be provided for public service or other advertising except:
 - (a) Advertising for products and services of the Illinois State Bar Association, or ISBA-generated advertising of Association-sponsored products or services, shall be published on a space available basis.
 - (b) Organizations affiliated with ISBA are entitled to a 50% discount on display advertising space.
 - (c) Within six months of the commencement of their original contract with ISBA, entities which offer products and/or services as part of the ISBA Membership Benefit Program may receive a 50% discounted rate on two black and white display advertisements.
6. Classified advertising is limited to the following matters: lawyer employment opportunities; employment wanted; referral of legal work; sale of used law books; sale of law office equipment or furnishings; law office rental opportunities; and miscellaneous matters involving a time-limited exchange of specific information. Generalized advertising of professional services to lawyers, such as expert witness services, or other advertising that cannot qualify under this standard of advertising, must be purchased at display classified or regular display rates.
7. If an advertisement offers the sale of a product by mail order, ISBA reserves the right to examine the product a purchaser will receive, but ISBA is not obliged to do so. Examination of the product or publication of the advertisement does not constitute a guarantee or warranty of said product nor the endorsement, recommendation, support or approval of the product by ISBA.
8. ISBA reserves the right to request full or partial payment before publishing any advertisement and to cease publishing ordered advertisements when payment for previous advertising is more than 60 days overdue. The entity whose product and/or service is advertised is ultimately liable for the costs of such advertisements even if such entity chooses to utilize the services of an independent advertising agency to place advertisements with ISBA.
9. Cancellation Policy: Advertisements scheduled for insertion may be cancelled if ISBA is notified in writing (or by fax) on or before the copy deadline date of scheduled publication. When an advertiser or its agency cancels all or part of a multiple insertion order or contract, the advertiser or its agency is responsible for payment of the rate differential resulting from such cancellation.
10. The advertiser agrees to pay on behalf of and indemnify the Illinois State Bar Association against any and all liability, loss, or expense (including attorney's fees) arising from claims for libel, unfair competition, unfair trade practice, infringement of trade names or patents, violation of rights of privacy, and infringement of copyrights and proprietary rights resulting from the publication by the Association of the advertiser's advertisement.
11. The Association will not be liable for failure to furnish advertising space or to publish any advertisement due to strikes, labor disputes, government action, act of God, war, fire, breakdown of equipment, or any other circumstances beyond the Association's control.