

Rate Card 2012

Effective January 1, 2012

ISBA Section Newsletters

Target Illinois Lawyers by Area of Practice



**ILLINOIS STATE
BAR ASSOCIATION**



ISBA Section Newsletters Rate Card



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Because the newsletters target 37 areas of law, you can choose which segment of the legal profession best fits your market objectives. And since ISBA members consider the Section Newsletters an important practice aid, your sales message will get attention and results.

ISBA Newsletters

The ISBA publishes 38 section newsletters, 37 of which cover areas of substantive law. One other, the Young Lawyers Division is concerned with issues affecting young or new lawyers. Newsletter content is designed to update subscribers on recent court decisions, legislative actions, and other legal and Association news.

Publisher

Illinois State Bar Association
424 S. Second Street
Springfield, IL 62701-1779
Phone (800) 252-8908 or
(217) 525-1760
Fax (217) 525-9063
Internet address: <http://www.isba.org>

Advertising Representative

Nancy A. Vonnahmen
424 South Second Street
Springfield, IL 62701-1779
(800) 252-8908 or (217) 525-1760
e-mail: nvonnahmen@isba.org

Subscription & Circulation

Newsletter subscriptions are limited to members of the Illinois State Bar Association and certain institutions, such as law libraries. ISBA members pay \$20 per year for each subscription. Individual issues cost \$6.50. In total, the newsletters have over 60,000 subscribers, which means that many of the Association's 33,000 members subscribe

to more than one. Newsletter circulation ranges from 342 to over 12,000.

Agency Commission

The standard 15% is allowable to recognized agencies.

Publication Schedule

Because newsletters are produced by practicing lawyers who act as editors on a volunteer basis, the newsletters are not published on a set schedule. Advertisements will be run in the next available issue of a newsletter. ISBA policy dictates that each section publish a minimum of four newsletters each fiscal year, preferably two between January and June. In practice, most sections publish at least that many, several publish six to eight issues, and some publish up to 12 issues per year.

Copy Preparation

Electronic files preferred, call for specifications. Ads may also be submitted camera-ready. Color advertising is not available.

Mailing Instructions

Space contracts, insertion orders, correspondence, and artwork should be addressed to:

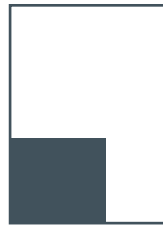
Advertising Coordinator
Illinois State Bar Association
424 South Second Street
Springfield, IL 62701-1779



Full Page
7 x 9 5/8



1/2 page
7 x 4 3/4



1/4 page
4 3/4 x 3 1/2

Rates:

Circulation under 500:

Ad Size	1x	4x+
Full Page	\$335	\$268
1/2 Page	210	168
1/4 Page	130	104

Circulation 500-2,000:

Ad Size	1x	4x+
Full Page	\$420	\$336
1/2 Page	262	209
1/4 Page	162	129

Circulation 2,000-10,000:

Ad Size	1x	4x+
Full Page	\$660	\$528
1/2 Page	414	331
1/4 Page	257	205

Young Lawyer Section:

Ad Size	1x	4x+
Full Page	\$924	\$739
1/2 Page	578	462
1/4 Page	372	297

ISBA members value their newsletter.
A recent survey showed:

- Among all Illinois legal publications, they ranked their newsletters second only to the ISBA's *Illinois Bar Journal* as most useful to their practice.
- More than half of ISBA newsletter subscribers share their newsletter with co-workers.
- Almost 60% of newsletter subscribers save their copies either in their office, or in their law library.

Section Newsletters and Circulation

Administrative Law	585
Agricultural Law	559
Alternative Dispute Resolution	760
Animal Law	400
Antitrust and Unfair Competition Law	548
Bench & Bar	1,401
Business Advice and Financial Planning	1,206
Child Law	649
Civil Practice & Procedure	3,635
Commercial, Banking & Bankruptcy Law	1,389
Corporate Law Departments	1,297
Corporation, Securities, & Business Law	1,573
Criminal Justice	1,785
Education Law	662
Elder Law	2,276
Employee Benefits	595
Energy, Utilities, Transportation & Telecommunications	457
Environmental Law	802
Family Law	2,333
Federal Civil Practice	685
Federal Taxation	1,133
General Practice, Solo and Small Firm	1,682
Health Care	1,024
Human Rights	760
Insurance Law	1,096
Intellectual Property	1,220
International & Immigration Law	929
Labor & Employment Law	1,435
Law Office Economics	622
Legal Technology	585
Local Government Law	1,065
Mineral Law	342
Real Estate Law	3,110
Senior Lawyers	806
State & Local Taxation	692
Tort Law	2,362
Traffic Laws & Courts	957
Trusts & Estates	2,748
Workers' Compensation Law	1,147
Young Lawyers Division	12,500

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 adver-

tisement 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.