

Rate Card 2012

Effective January 1, 2012

ILLINOIS LAWYER

NOW

QUARTERLY

The Source for News from
The Illinois State Bar Association



ILLINOIS STATE
BAR ASSOCIATION



Illinois Lawyer Now Quarterly Rate Card



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Illinois Lawyer Now Quarterly publishes in the months of March, June, October and December. It is designed as a companion piece to Illinois Lawyer Now found on the ISBA Web site. This striking newspaper is four-color throughout and brings more than 33,000 lawyers, Judges and other legal professionals news about ISBA events, policies, people, continuing legal education (CLE) programs, and more.

Illinois Lawyer Now Quarterly offers advertisers a large circulation at low rates, making this publication an excellent, inexpensive way to reach the Illinois legal community.

Publisher

The *Illinois Lawyer Now Quarterly* is published quarterly by the Illinois State Bar Association, 424 S. Second St., Springfield, IL 62701-1779. Phone (800) 252-8908 or (217) 525-1760. Fax (217) 525-0712. Web site: <http://www.isba.org>

Editorial Personnel

Editor—Christopher T. Bonjean
e-mail: cbonjean@isba.org

Advertising Sales Coordinator

Nancy Vonnahmen
e-mail: nvonnahmen@isba.org

Subscription and Circulation

Established 2009. Single copy, \$3. Per year, \$1.74 for members, \$120 for nonmembers. Average monthly circulation—33,000.

Agency Commission

15% to recognized agencies.

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 any advertisement is overdue.

Rate Policy

The publisher reserves the right to raise rates on 60 days written notice. New rates apply to all advertisers regardless of previous contracts.

2012 Issues and Closing Dates

Month	Space and Materials
March	03/02/12
June	05/11/12
October	09/14/12
December	11/16/12

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 must pay the rate applicable to the actual number of advertisements published.

Inserts

One to four preprinted surfaces (or card): Page rate plus mechanical charge of \$450. Five to eight preprinted surfaces: 2 page rate plus mechanical charge of \$450.

Sticky Note Advertising Rates

\$75 per thousand

Minimum charge: \$1,000

Placement: Front page

Size: No larger than 3" x 4"

Advertiser provides sticky notes, contact us if you need the name of a printing company that creates sticky notes.

Black/White

Ad Size	1x	2x	4x
Full Page (10" x 11.625")	\$1,535	\$1,337	\$1,224
1/2 page (10" x 5.625" or 4.875" x 11.625")	1,073	967	858
1/4 page (4.875" x 5.625")	772	694	617
1/6 page (4.875" x 3.625")	611	549	488
1/8 page (4.875" x 2.625" or 2.3125" x 5.625")	527	474	421
1/16 page (2.3125" x 2.625")	395	355	316

Preferred Positions

	1x	2x	4x
Back Cover (4.875" x 5.5")	\$1,786	\$1,607	\$1,428
Second Cover	1,658	1,492	1,326
Spread	2,811	2,529	2,248

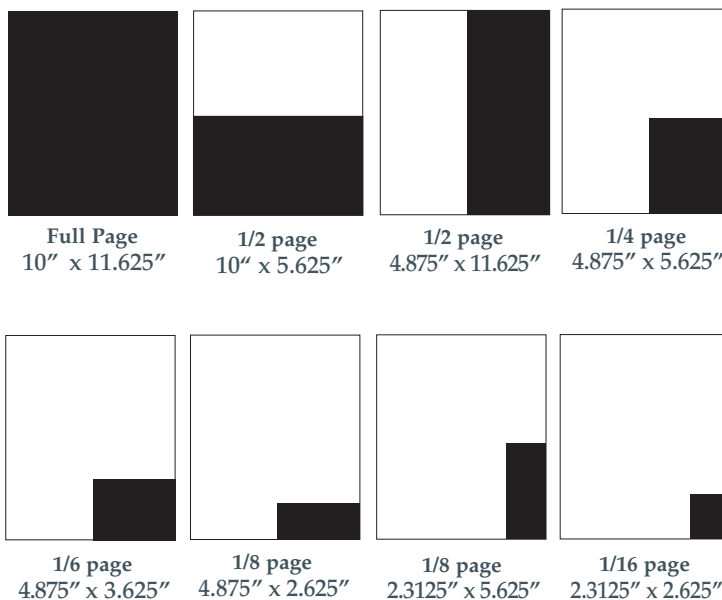
Mechanical Printing Specifications

The *Illinois Lawyer Now Quarterly* is a tabloid publication, printed on a web press on newsprint and quarter-folded.

- Send all materials to publisher in Springfield, IL.
- Electronic files accepted. PDF's preferred.
- Trim size: 11" x 12^{3/4}"
- Halftone screen: 300 dpi
- Proof required with electronic files.

Mailing Instructions

Space contracts, insertion orders, correspondence, artwork, proofs and copy should be addressed to Advertising Sales Coordinator, *Illinois Lawyer Now Quarterly*, 424 S. Second St., Springfield, IL 62701-1779. For information, call (217) 525-1760 or (800) 252-8908.



Web site Advertising

The Illinois State Bar Association maintains a Web site at <http://www.isba.org>. Advertising may be purchased on the site in conjunction with print space. For more information, contact Advertising Sales Coordinator, Nancy Vonnahmen.

Illinois Lawyer Now Quarterly Classified Advertising

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.