

## 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. Website: [www.isba.org](http://www.isba.org)

Managing Editor – Tim Slating  
email: [tslating@isba.org](mailto:tslating@isba.org)

Advertising Sales Coordinator – Nancy Vonnahmen  
email: [nvonnahmen@isba.org](mailto:nvonnahmen@isba.org)

## Subscription and Circulation Info

Established in 1912. Single copy \$10. Per year; \$11.25 for members; \$50 for libraries; \$60 for non-lawyers and nonresidents. Average monthly circulation – 28,000.

## Agency Commission

15% to recognized agencies.

## Deadlines

Published monthly. Issued by 1<sup>st</sup> of publication month. Space reservation date for advertising is the 1<sup>st</sup> of the month preceding the month of issue. Advertising creative due by the 10<sup>th</sup> 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.

# Illinois Bar Journal 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.

Ad size	1x	3x	6x	12x
2 page spread	\$6,293	\$5,978	\$5,663	\$5,349
1 page	\$3,146	\$2,988	\$2,831	\$2,674
1/2 page island*	\$2,202	\$2,091	\$1,981	\$1,871
1/2 page	\$1,888	\$1,793	\$1,699	\$1,604
1/3 page	\$1,258	\$1,195	\$1,132	\$1,069
1/4 page	\$1,100	\$1,045	\$990	\$935
1/6 page	\$786	\$746	\$707	\$668

\*Guaranteed no other ad on page.

## Cover Position Rates

	1x	3x	6x	12x
2 <sup>nd</sup> Cover	\$3,393	\$3,223	\$3,053	\$2,884
3 <sup>rd</sup> Cover	\$3,239	\$3,077	\$2,915	\$2,753
4 <sup>th</sup> Cover	\$3,547	\$3,369	\$3,192	\$3,014

**Circulation** – 28,000

**Color** – Full color is included at no extra charge.

**Cover Positions** – Contracts for advertising space on the second, third, and fourth covers may not be cancelled or amended.

**Inserts** – One to four preprinted surfaces (or card): Page rate plus \$250 mechanical charge. Five to eight preprinted surfaces: Page-and-one-half rate plus \$250 mechanical charge.

**Preferred Position** – Add 10% to applicable rate.

**Spread** – Two-page rate plus any preferred position change.

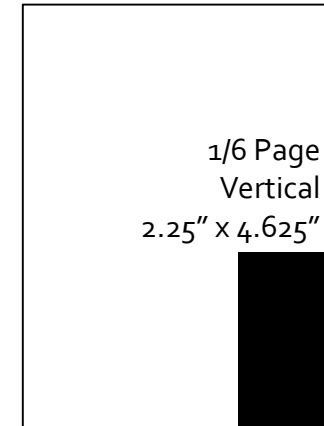
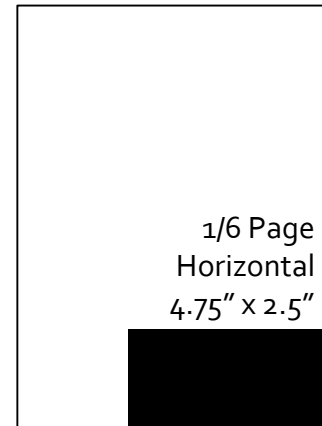
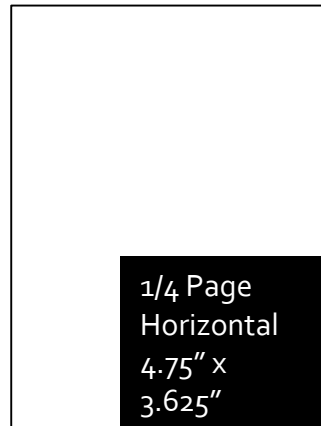
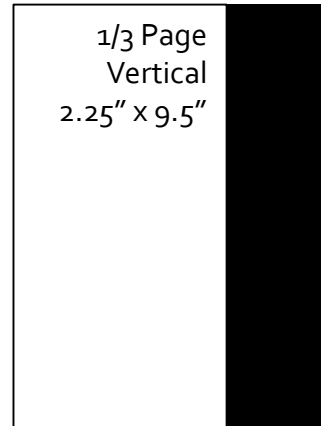
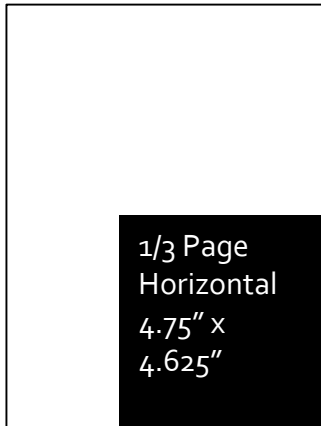
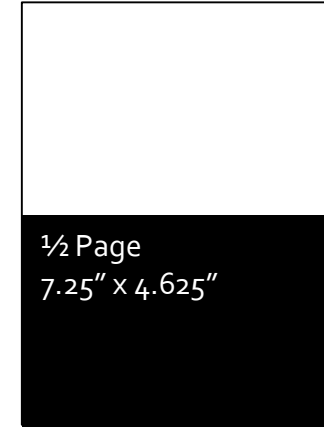
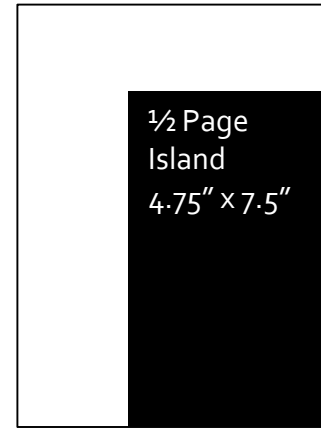
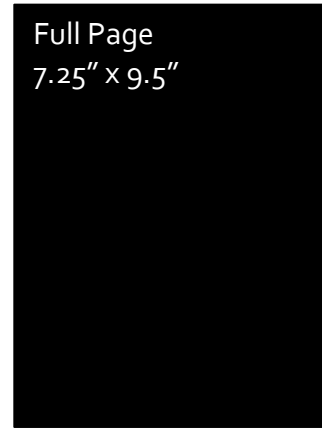
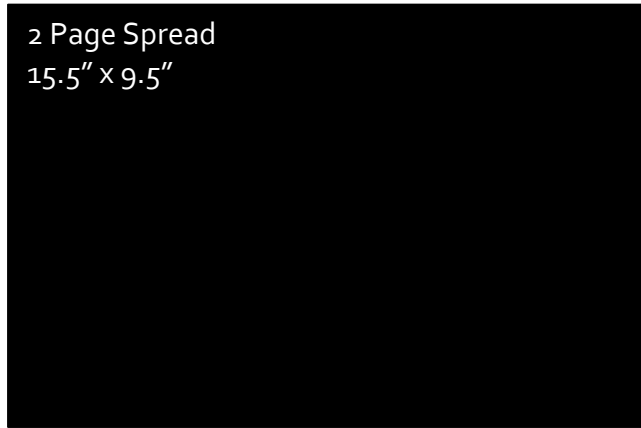
## Mechanical Printing Specifications

- High resolution PDF files preferred
- Trim size: 8 1/4" x 10 7/8"
- Bleed size: 8 3/4" x 11 1/4"
- Binding method: saddle stitched
- Insertion orders and creative may be sent to:

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

Or emailed to: [nvonnahmen@isba.org](mailto:nvonnahmen@isba.org)

# Illinois Bar Journal Display Advertising Sizes



# Illinois Bar Journal – Advertorial Rates

ADVERTISEMENT



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Subhead goes here and here.

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## Create interest for your product or service

A full page advertorial in the *Illinois Bar Journal* is an excellent way to present your products or brand to the 28,000 Illinois attorneys that read the magazine monthly. You may use up to 500 words to educate attorneys in your area of expertise. Whether you describe a product, or particular knowledge about something you feel would benefit lawyers, an advertorial is an excellent way to communicate your message.

## Guidelines

The advertorial should be a source of information for attorneys, not a commercial for your company. Of course, your company will be acknowledged on the page with your logo and company information, but in order to retain credibility the article itself should remain unbiased. This will help establish you, or your company, as a resource for our attorneys.

## Deadlines

Your article draft is due the first of the month preceding the month of publication. For example, an advertorial for the January issue would be due by the first of December.

## Specs

- Article, not to exceed 500 words, sent as a Word document.
- Your company logo, sent as a jpg, eps, or tiff file.
- Company information, including a brief description of your company (not to exceed 50 words), address, phone number, and website.

## Rates

If you advertise with ISBA in other areas additional discounts may apply.

1 issue = \$3,146    3 issues = \$2,988    6 issues = \$2,831    12 issues = \$2,674



COMPANY NAME GOES HERE  
information will go here about the company. Information will go here about the company. Information will go here about the company. Information will go here about the company. Information will go here about the company.

1234 ADDRESS HERE  
(123) 456-7890

WWW.WEBSITEGOSHESHERE.COM

# Illinois Bar Journal – Classified Rates

In the classified advertising section (PracticeMart) of the *Illinois Bar Journal* you will find Expert Services, Practice for Sale, and Referral ads along with other listings. It is an excellent way to reach our 28,000 members at an affordable cost.

## Classified Display Ad Rates

Ad Size	1X	3X	6X	12X
1/12 Page (2.1875" x 2.375")	\$335	\$318	\$301	\$284
1/24 Page (2.1875" x 1.1875")	\$182	\$172	\$163	\$154

Classified display ads may contain as many words as will fit. Pictures and logos are also accepted. No extra charge if you need one of our designers to produce your ad.

## Line Ad Rates

\$3.00 per word, \$50 minimum.

## Deadlines

Deadline for submission of an ad is the 1<sup>st</sup> day of the month preceding the month of publication (for example: June 1 for the July issue of the magazine).

Deadline for cancellation of an ad that has been submitted is the 1<sup>st</sup> day of the month preceding the month of publication.

## Submission Information

Ads may be submitted by email to:

[nvonnahmen@isba.org](mailto:nvonnahmen@isba.org)

Or by mail to:

Illinois State Bar Association  
PracticeMart  
424 S. Second Street  
Springfield, IL 62701

Prepayment of classified ads is required. Please submit payment at the time you place your ad. Visa, MasterCard, American Express, Discover, and checks accepted.



# 2019 Illinois Bar Journal Deadlines

Issue	Space	Materials
January	12/3/18	12/12/18
February	1/2/19	1/11/19
March	2/1/19	2/12/19
April	3/1/19	3/13/19
May	4/1/19	4/12/19
June	5/1/19	5/13/19
July	6/3/19	6/12/19
August	7/1/19	7/12/19
September	8/1/19	8/13/19
October	9/3/19	9/13/19
November	10/1/19	10/14/19
December	11/1/19	11/13/19





# 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 advertisement 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 ad 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 propriety 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.