

DISPLAY AD INFORMATION FOR:

austin lawyer

Available Options

The *Austin Lawyer* is a 16-page, 8 1/2" by 11", 2-color, four-column publication. Six (6) different, black/white ad sizes are available: A—full page; B—half page; C—three-eighths page; D—quarter page; E—three-sixteenths page; F—one-eighth page. Please refer to the "Ad Size Reference Chart" for a relative comparison of these sizes. Color ads are available; please contact us for an estimate to place ads containing color.

2011 Advertising Rates

	Black & White	Frequency of Ad			
		1x	3x	5x	10x
Type of Ad	A	975	877	779	683
	B	625	563	500	439
	C	425	385	340	295
	D	309	279	249	219
	E	229	199	179	159
	F	175	158	140	125

Premium Placement
Inside & Back Cover: 1125 1000 895 785

Billing Terms & Commissions

Billing terms are "Net 30 Days." Commissions will be granted to recognized agencies, 15% on space and color, provided the bill is paid within 30 days. Outstanding balances will incur a 5% finance charge per month.

Submission Requirements

Ads must be submitted electronically. Digital files of ads will be accepted on Mac or Mac-compatible disk, or via e-mail attachment, in the following formats: Adobe's Photoshop (CS4 or earlier), InDesign (CS4 or earlier), Illustrator (CS4 or earlier), or Acrobat (v9.0 or earlier); or QuarkXPress (v6.5 or earlier). For quality purposes, advertisers should include all fonts and images with the files. A hard copy proof or an Adobe Acrobat (.pdf) version of the file must accompany all ads. Files not meeting these specifications will not be accepted, or may be accepted with the understanding that files will be converted to meet the requirements at a cost to the advertiser of \$80/hour (min. 1 hour).

Mechanical Requirements

Type of Ad	Width	Depth
A - non-bleed	7 1/2"	10"
A - bleed	8 3/4"	11 1/4"
B - box	5 5/8"	6"
B - horizontal	7 1/2"	4 1/2"
C - box	5 5/8"	4 1/2"
D - box	3 3/4"	4 3/4"
D - horizontal	7 1/2"	2 1/2"
E - box	3 3/4"	3 3/4"
E - horizontal	5 5/8"	2 1/2"
F - box	3 3/4"	2 1/2"

Overview of the Austin Lawyer

The *Austin Lawyer* is the official publication of the Austin Bar Association. Each issue features articles written by, and about, the Austin & Travis County legal community. Read by over 4,000 attorneys, guest columnists report on the latest in management, finance, insurance, and other topics of interest to the membership.

Due Dates

2011 Volume 20, Issues 1-10	Reservations Needed by	Materials Due by
1. February	01/13/11	01/20/11
2. March	02/10/11	02/17/11
3. April	03/10/11	03/17/11
4. May	04/07/11	04/14/11
5. June	05/05/11	05/12/11
6. July*	06/09/11	06/16/11
7. September	08/11/11	08/18/11
8. October	09/08/11	09/15/11
9. November	10/06/11	10/13/11
10. December*	11/10/11	11/17/11

* Indicates a combined issue

Contact Information

Austin Lawyer Advertising c/o NICHEPUBS

General Inquiries: PO Box 190 • Lockport, IL 60441-0190

Physical: 2364 Essington Rd, Suite 113 • Joliet, IL 60435

email: projects@nichepubs.com

phone: (888) 777-2321 • **fax:** (815) 838-4593

web: www.austinbar.org **—OR—** www.austinlawyer.org