

# Res Gestae Advertising Rates

EFFECTIVE 7/1/19

GENERAL DISPLAY	1X		3X		5X		10X	
	B&W	C	B&W	C	B&W	C	B&W	C
full page	\$1,021	1,374	\$979	1,334	\$ 935	1,289	\$ 855	1,209
2/3 page	713	1,065	670	1,024	627	982	554	909
1/2 page	599	952	564	916	516	869	472	825
1/3 page	412	765	395	748	369	723	333	686
1/4 page	337	690	320	675	302	655	273	626
1/6 page	302	655	287	641	265	619	238	590
3 col. in.	192	550	188	540	180	533	153	507
2 col. in.	143	496	134	486	124	478	109	463

## SPECIAL PLACEMENT

<i>Must be color only</i>	1X	3X	5X	10X
back cover	\$1,630	1,575	1,522	1,433
inside covers	\$1,472	1,428	1,385	1,290
centerspread	\$2,871	2,775	2,674	2,482

## CLASSIFIED DISPLAY/ B&W

One Column <i>wide</i> x One Inch <i>deep</i>	1X	3X	5X	10X
	\$121	116	109	80

*When layout only is furnished, there may be an additional charge for composition.*

## AGENCY COMMISSION

15% to recognized agencies only

## CLASSIFIED WORD

ISBA members	50¢ per word, \$15 minimum
Nonmembers* & Nonlawyers	80¢ per word, \$25 minimum
Blind-box service	\$5.00 additional charge

\*Employment Opportunities only

## DEADLINE

The closing date for **space reservation** is the **1st day** of the month preceding month of publication (e.g., May 1st for June). The closing date for material is the **10th day** of the month preceding month of publication. *Res Gestae* is published 10 times a year, with consolidated issues in **January/February and July/August.**

**CIRCULATION:** 8,850

# *Res Gestae Ad Dimensions*

## GENERAL DISPLAY

	width-depth inches	width-depth picas
full page	7-1/4 x 10	44 x 60
2/3 page	7-1/4 x 6 or 4-3/4 x 9-5/16	44 x 36 29 x 56
1/2 page	7-1/4 x 4-3/4 or 4-3/4 x 7	44 x 29 29 x 42
1/3 page	2-5/16 x 9-5/16 or 4-3/4 x 4-1/2	14 x 56 29 x 27
1/4 page	2-5/16 x 7 or 4-3/4 x 3-1/2	14 x 42 29 x 21
1/6 page	2-5/16 x 4-1/2 or 4-3/4 x 2-5/16	14 x 27 29 x 14
three col. in.	2-5/16 x 3	14 x 18
two col. in.	2-5/16 x 2	14 x 12

## CLASSIFIED DISPLAY

One Column by One Inch	2-5/16 x 1	14 x 6
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## PRINT METHOD:

Web press, 70# coated white

## TERMS:

New advertisers must prepay their initial insertion; net 30 days upon receipt of tearsheet and invoice for established advertisers. Accounts more than 30 days past due will be granted additional space only at the discretion of *Res Gestae*.

*Res Gestae reserves the right to decline, discontinue or revise any advertisement deemed to be inappropriate for publication, and to place the words "Paid Advertisement" above any ad resembling editorial copy.*

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