

2026 Maine Bar Journal Advertising Rate Card

The Maine Bar Journal is...



A magazine of up to 72 pages per issue, published four times a year in February, May, August, and November. It serves a readership of approximately 3,000 members of the Maine State Bar Association, a voluntary professional organization comprising nearly 80 percent of all lawyers licensed to practice in Maine.

With essential features, interviews and scholarly articles of particular interest to Maine's legal community, the Maine Bar Journal is both a magazine and a periodical reference work, with an almost timeless shelf life.

Our Readers are ...

Professional people with sizeable discretionary incomes. As attorneys, our readers look to Maine Bar Journal advertisers for help in enhancing their law practices and serving their clients, as well as improving their personal and family lives.

Advertising Policy

The Maine State Bar Association reserves the absolute right to reject at any time, with or without case, any advertisement for any of its publications or communications whether electronic or print.

Display Ad Dimensions

	Width	Height
Full page bleed	8 3/8"	10 7/8"
Live area.....	7 1/4"	10"
Full page.....	7 1/4"	10"
2/3 page vertical	4 3/4"	10"
1/2 page horizontal	7 1/4"	4 3/4"
(2 of 3 cols)		
1/2 page vertical	3 1/2"	10"
(1 of 2 cols)		
1/3 page horizontal	7 1/4"	3 1/8"
1/3 page vertical	2 1/4"	10"
(1 of 3 cols)		
1/3 page island	4 3/4"	4 3/4"
(2 of 3 cols)		
1/4 page horizontal	7 1/4"	2 3/8"
1/4 page island	3 1/2"	4 3/4"
(1 of 2 cols)		
1/8 page island	2 1/4"	3 1/2"
(1 of 2 cols)		

Display Ad Rates

Black & White..... 1X	4X
Inside Full Page.....	\$585 \$2,106
2/3 page.....	\$475 \$1,710
1/2 page.....	\$345 \$1,242
1/3 page.....	\$240 \$864
1/4 page.....	\$175 \$630
1/8 page.....	\$145 \$522

Four Color 1X	4X
Back Cover	\$1,390 \$5,004
Inside Cover	\$1,135 \$4,086
Inside Full Page.....	\$825 \$2,970
2/3 page.....	\$660 \$2,376
1/2 page.....	\$485 \$1,746
1/3 page.....	\$340 \$1,224
1/4 page.....	\$250 \$900

Mechanical Requirements

- **File format:** Electronic PDF files are required. They should be created as high-resolution ("press") files with all fonts embedded and all colors in CMYK format. Bleeds are acceptable only on full-page and cover ads, extending 1/8-inch beyond the trim size, which is 8 3/8 inches x 10 7/8 inches. Files may also be sent as TIFFs, JPEGs, or in Illustrator or InDesign formats (with all accompanying fonts and images).
- **File transmission:** Files should be sent via e-mail to Valerie Schriver at vschriver@mainebar.org.
- **Deadlines:** Payment and ad files must be received no later than the first week of the month preceding publication.
- **Special Placements:** Requested positions are dependent upon space availability and are not guaranteed.

Production Notes

- **Trim size:** 8 3/8 inches x 10 7/8 inches.
- **Format:** Two and three columns.
- **Binding:** Saddle-stitched.
- **Printing:** Four-color process and one color (black); inside and cover web offset, 150-line screen.
- **Paper:** 80-pound low-gloss cover pages; 70-pound low-gloss inside pages.