

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.

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 | \$535 | \$1,926 |
| 2/3 page | \$435 | \$1,566 |
| 1/2 page | \$315 | \$1,134 |
| 1/3 page | \$220 | \$792 |
| 1/4 page | \$160 | \$576 |
| 1/8 page | \$135 | \$486 |
| Four Color | 1X | 4X |
| Back Cover | \$1,265 | \$4,554 |
| Inside Cover | \$1,035 | \$3,726 |
| Inside Full Page | \$750 | \$2,700 |
| 2/3 page | \$600 | \$2,160 |
| 1/2 page | \$445 | \$1,602 |
| 1/3 page | \$310 | \$1,116 |
| 1/4 page | \$230 | \$828 |

Maine Bar Journal Mechanical Requirements

- **File format:** Electronic pdf files are preferred. 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).

Files sent in a word-processing format may require additional fees for reformatting or design. Images sent with word-processing files must be separate high-resolution TIFFs or JPEGs.

- **File transmission:** Files may be sent via e-mail to info@mainebar.org or mailed on CD-ROM to
Maine Bar Journal
P. O. Box 788
Augusta ME 04332-0788.
- **Deadlines:** Payment and ad files must be received no later than the second week of the month preceding publication.

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