



Reaching 5,000 Virginia attorneys

ADVERTISING MEDIA KIT

Distribution

The VBA Journal is published twice a year by HQ Publishing Co. and features full color throughout. This professional publication is a first-class magazine in appearance and content, reaching every member of The Virginia Bar Association.

Rates

Cover Rates:	Covers 2 & 3:	\$2068
	Cover 4:	\$2299
	Black & White	Full Color
Full Page	\$968	\$1474
1/2 Page	\$585	\$945
1/3 Page	\$457	\$719
1/6 Page	\$305	\$510
1/8 Page	\$244	\$408
2 Page	\$1940	\$2635

Dimensions

Full Page 8½"w x 10⅞"h (+ ⅛" bleed)	Cover 4 8½"w x 7⅞"h (+ ⅛" bleed)
1/2 Page (Horz.) 7½"w x 4⅞"h	1/2 Page (Vert.) 3½"w x 10"h
1/3 Page (Horz.) 7½"w x 3¼"h	1/3 Page (Vert.) 2⅝"w x 10"h
1/3 Page (Square) 4¾"w x 4¾"h	1/6 Page (Vert.) 2⅝"w x 4⅞"h
1/6 Page (Horz.) 4⅞"w x 2⅝"h	1/8 Page 3½"w x 2⅜"h

Discounts

Advertisers can sign a 2-issue contract and receive a 5% discount or a 3-issue contract and receive a 10% discount. All ad agencies receive a 15% discount. Charities or 501(c)(3) organizations receive a 30% discount.

Classified Ad Rates

The classified ad rates are \$100 for the first column inch or partial column inch. Additional space is \$70 per column inch or partial column inch.

Requirements

All ads must be submitted digitally. PDF is the preferred file format. Images must be at least 300ppi to ensure best production quality.

PLEASE NOTE: HQ Publishing is not responsible for any inaccuracy in printing as the result of erroneous electronic files provided by third party creatives or creative agencies.

Sample Sizes

