

2010 DEADLINES

Issue	Space Reservations	Ad Artwork
Jan/Feb	12/11/09	12/14/09
Mar/Apr	02/08/10	02/15/10
May/June	04/08/10	04/15/10
Jul/Aug	06/08/10	06/15/10
Sep/Oct	08/09/10	08/13/10
Nov/Dec	10/08/10	10/15/10

DISPLAY AD RATES

Black & White	1X	3X	6X
full page	\$880	\$836	\$792
1/2 page	\$550	\$523	\$495
1/3 page	\$500	\$475	\$450
1/4 page	\$400	\$380	\$360
1/6 page	\$350	\$333	\$315
Business Card	\$300	\$285	\$270

Cover ads – please call for pricing and availability.

4-Color Process	1X	3X	6X
full page ads only	\$1,400	\$1,330	\$1,260

4-color process ads are available on full page ads only.

Frequency discounts are only granted to contracted advertisers and are not retroactive. Ads must run within one year of the first insertion. No agency discounts.

Advertising rates are cost of space only and are based upon receipt of finished artwork provided in an accepted format. (See "Submitting Artwork" on page 2 for accepted formats.)

AD POSITION & PLACEMENT

When possible, ad placement in a specific position in the *Journal* (i.e. within a certain section or on a specific page) can be reserved by adding 10% to the prices above. Otherwise position within the *Journal* cannot be guaranteed.

ABOUT THE UTAH BAR JOURNAL

The *Utah Bar Journal* is the official journal of the Utah State Bar and is published six times each year. It is an approximately 60 page publication featuring articles of practical interest to attorneys and other members of the bench, along with Bar news. Since the Utah bar is a mandatory bar, we are the only organization which membership includes every judge and attorney who is licensed to practice law in the state of Utah. The *Utah Bar Journal* is really the only cost-effective way to reach the entire Utah law community.

CIRCULATION

Our current circulation is approximately 9,000 and consistently growing.

TERMS & CONDITIONS

Payment in advance of publication is required of all advertisers for at least the first four insertions. Credit will only be extended after a fully completed and signed credit application is received and approved.

The publisher reserves the right to change advertising rates and conditions at any time. The publisher may, at their discretion, reject ads deemed inappropriate for publication, and reserves the right to request an ad be revised prior to publication. The publisher may also, without notice, add the word ADVERTISEMENT to the top and/or bottom of any ad if they deem it necessary.

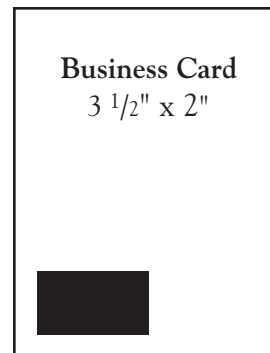
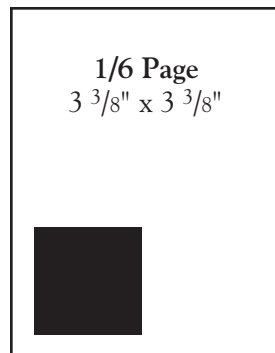
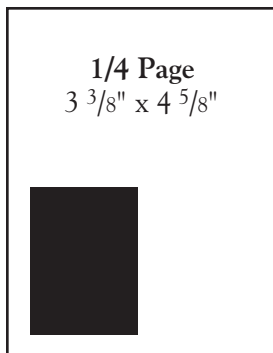
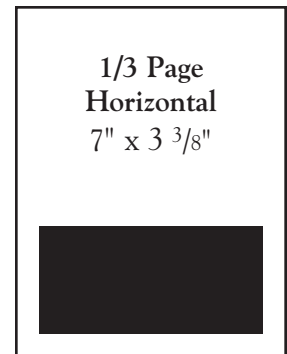
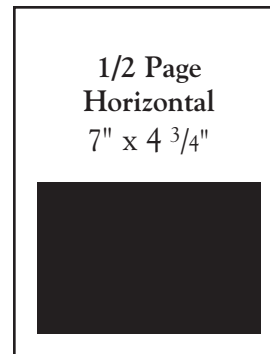
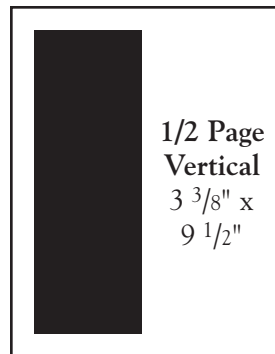
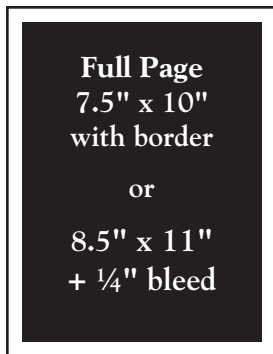
A signed insertion order is required to reserve space in the *Journal*. The forwarding of a signed insertion order by an advertiser, or an advertiser's authorized representative, is construed as an acceptance of the rates and conditions under which advertising is sold at that time.

CANCELLATIONS

Advertising cancelled after the reservation deadline will be charged for 50% of the reserved space. You will also be charged for any production work we have completed on your ad as of the cancellation date.

**To reserve ad space in the *Utah Bar Journal* contact Laniece Roberts:
phone: (801) 538-0526 • fax: (801) 363-0219 • e-mail: UBjads@aol.com**

DISPLAY AD DIMENSIONS



All ads smaller than a full page must have a border. Ad sizes shown include a border.

**Interested in Cover Ad Space?
Call (801) 538-0526 for pricing & availability**

SUBMITTING ARTWORK

E-mail to: UBJads@aol.com, or deliver on CD or DVD to: Utah Bar Journal • 645 South 200 East • SLC, UT 84111

If at all possible, convert all text to outlines – otherwise make sure all fonts and support documents are included. Files must be in grayscale for black and white ads and CMYK for full color ads. (No RGB files please.) Resolution requirements are 300 dpi at 100%. Please include a laser proof for black and white ads, or a color key for color ads so that output can be checked.

ACCEPTED FILE FORMATS:

Adobe Illustrator: Convert all type to outlines. Make sure all artwork is 300 dpi, or better. Save file as an EPS or PDF.

Adobe PDFs: Use Adobe Distiller to create a press-optimized PDF. Embed all fonts.

Adobe Photoshop: Save file as TIFF or EPS, 300 dpi minimum.

Adobe In Design (CS4 or lower): Include all fonts, photos and art files.

WE CAN NOT USE MICROSOFT WORD OR PUBLISHER FILES AS AD ARTWORK.

AD PRODUCTION AVAILABLE

We can design and produce your ad artwork at a cost of \$50 per hour, with a minimum charge of \$50. Copywriting services are also available at a cost of \$75 per hour, with a minimum \$75 charge. Please e-mail, to UBJads@aol.com, the text of your ad and a 300 dpi copy of any photos or logos you would like to have appear in your ad. Suggested layouts may also be e-mailed to UBJads@aol.com in pdf format, or faxed to (801) 363-0219. Ad proofs will be provided for your approval.

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phone: (801) 538-0526 • fax: (801) 363-0219 • e-mail: UBJads@aol.com**

Utah Bar JOURNAL

Classified
ADVERTISING RATES

CLASSIFIED TEXT ADS

Text ads of 100 words or less can be placed in the classified section of the *Utah Bar Journal*, and on the Utah State Bar website.

	<i>Utah Bar Journal</i>	<i>Utah State Bar Website</i>	Both
Up to 50 words.....	\$50 per issue.....	\$40 per 30 days.....	\$80
50 to 100 words.....	\$70 per issue.....	\$40 per 30 days.....	\$100


Submitting Text Ads: Please e-mail the text of your ad to **Christine Critchley** – ccritchley@utahbar.org.

CLASSIFIED DISPLAY ADS

Submitting Display Ads: Please e-mail your ad artwork to UBJads@aol.com. See our display advertising rate card for accepted file formats. If you are unable to provide your ad artwork in one of the accepted formats we can produce it for you at a cost of \$50. E-mail the text of your ad to UBJads@aol.com, along with a 300 dpi copy of your logo (if desired).


1 column x 4"
3 3/8" x 4"

\$275




1 column x 3"
3 3/8" x 3"

\$220



1 column x 2"
3 3/8" x 2"

\$165



TERMS & CONDITIONS

Pre-payment is required for all classified advertising. Payment must be received by the 15th of the month prior to the issue in which your ad will appear. (For example: payment is due Feb 15th for the March/April issue.) Ads will not run without pre-payment. Send check, payable to the Utah State Bar to: Utah Bar Journal, 645 S 200 E, SLC, UT 84111.

TO PLACE A CLASSIFIED AD

Complete this form and return it, along with a copy of your ad, by e-mail: ccritchley@utahbar.org, by fax: (801) 531-0660, or by mail: Utah Bar Journal, 645 S 200 E, SLC, UT 84111.

Check **ALL** issues you want this ad to run in.

- January/February
- March/April
- May/June
- July/August
- September/October
- November/December

- Bar Website
start date: _____
for 30 days 60 days
 90 days 120 days

Select **ONE** Category

- For Sale
- Notice
 - Office Space/Sharing
- Positions Available
- Positions Wanted
- Services
- Miscellaneous

Name: _____

Phone: _____ Fax: _____

Company: _____

Address: _____ e-mail: _____

50 words or less. *Utah Bar Journal* only . . . \$50 per issue x _____ issues = \$_____

51–100 words. *Utah Bar Journal* only. . . . \$70 per issue x _____ issues = \$_____

website only \$40 x _____ months = \$_____

Add \$15 for Confidential Box + \$ 15.00

Subtract \$10 for using both the Bar Journal and website – \$ 10.00

TOTAL DUE: \$_____

PAID BY: enclosed check credit card