

ABOUT THE *UTAH BAR JOURNAL*

The *Utah Bar Journal* is published by the Utah State Bar six times each year and is received by every attorney who is licensed to practice law in the state of Utah. Our current circulation is approximately 8,000 and growing.

DEADLINES

<i>UBJ</i> Issue	Space Reservations	Artwork Due
Jan/Feb 2005	December 10, 2004	December 15, 2004
March/April 2005	February 10, 2005	February 15, 2005
May/June 2005	April 11, 2005	April 15, 2005
July/August 2005	June 10, 2005	June 15, 2005
Sept/Oct 2005	August 10, 2005	August 15, 2005
Nov/Dec 2005	October 11, 2005	October 17, 2005

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. Frequency discounts are granted only to contract advertisers and are not retroactive. 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.

AD PRODUCTION

We can design and produce your ad artwork at a cost of \$5 per hour + scans and proofs. Average cost for a black & white ad (including one photo scan, one logo scan, text and one proof) is \$75-\$150. Please supply us with ***your cleanest*** black & white copy of your logo and any other artwork needed. You may e-mail these files in jpg, tiff, or eps formats, or we can scan from color or black and white artwork or pictures (8.5" x 14" or smaller).

Copywriting: We can also write your ad at a cost of \$75 per hour with a \$50 minimum. Average cost for editing and improving your existing copy is \$50-\$75. Average cost of writing an ad from scratch is \$75-\$150.

Deadlines for submitting all artwork and copy for ad design and production is the 1st of the month prior to the issue in which your ad will appear. (For example: the deadline is February 1st for the March/April issue.) All non-camera ready ads submitted after the deadline may be charged a \$15 rush fee for each day they are late. Non camera-ready ads cannot be accepted after the 15th.

CANCELLATIONS

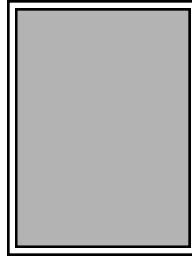
Advertising cancelled after the reservation deadline will be charged for 50% of the reserved space. You will also be charged for any production work we have completed on your ad as of the cancellation date.

To reserve ad space in the *Utah Bar Journal*, contact Laniece Roberts at:
 Phone: (801) 538-0526 • Fax: (801) 363-0219 • e-mail: UBJads@aol.com

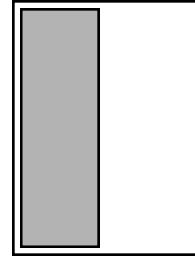
DISPLAY AD DIMENSIONS & COSTS

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

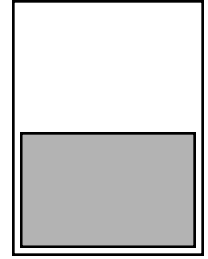
**All ads smaller than
a full-page must
have a border.
Ad sizes shown
include a border.**



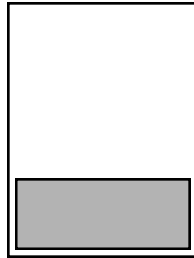
Full Page Ad
7.5" x 10" with border
or 8.5" x 11" + .25" bleed
Black & White.....\$800
Full Color.....\$1,400



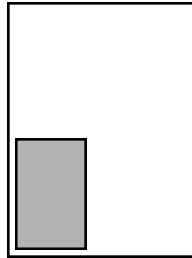
1/2 Page Vertical
3.375" x 9.5"
Black & White.....\$500



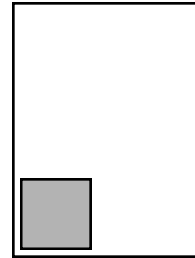
1/2 Page Horizontal
7" x 4.75"
Black & White.....\$500



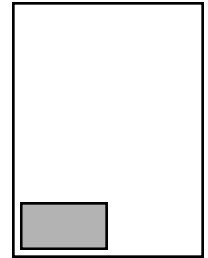
1/3 Page Horizontal
7" x 3.375"
Black & White.....\$450



1/4 Page
3.375" x 4.625"
Black & White.....\$375



1/6 Page
3.375" x 3.375"
Black & White.....\$325



Business Card Ad
3.5" x 2"
Black & White.....\$275

COLOR IN ADS

To use additional colors in your advertisement, add \$225 to the black & white prices above for each PMS color used. Four-color process ads are also available on full page ads only.

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. Please call for availability.

SUBMITTING ARTWORK

Submit disks or artwork to: **Utah State Bar • 645 South 200 East • SLC, UT 84111**

Electronic Ads: We prefer to receive ads on CD, 100Mb Zip disk, or by e-mail at UBJads@aol.com. Electronic ads must be submitted in **Macintosh format** QuarkXpress, Adobe Illustrator (eps format), or Adobe Photoshop (eps or tiff format). Be sure to **include all support files** (art files and printer fonts) **as well as a hard-copy proof**. We can also accept press optimized pdf files with fonts embedded. For four color process ads a color-key or color proof must be provided. Please submit electronic ads early to ensure proper output.

Negatives: should be provided right-reading, emulsion-side down (RRED), printed out at a 133 to 150 line screen. (Two sets of negatives and a color proof are required on 4-color process ads.)

Paper Positives & Laser Prints: We can scan your paper ads for publication. However, disks or negatives are preferred and generally provide better quality.

DISPLAY AD DISCOUNTS

A contract to place 3 insertions within a year = a 5% discount. A contract for 4-6 insertions within a year = a 10% discount.

A 15% discount is given for advertising purchased by an advertising agency. No other discount applies to ads receiving an agency discount.

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