

DISPLAY AD RATES

4-COLOR PROCESS	1X	3X*	6X*
full page	\$1,500	\$1,425	\$1,350
2/3 page	\$1,105	\$1,049	\$994
1/2 page	\$850	\$807	\$765
1/3 page	\$770	\$731	\$693
1/4 page	\$620	\$589	\$558
1/6 page	\$540	\$513	\$486

COVER ADS – please call for pricing and availability

BLACK & WHITE	1X	3X*	6X*
full page	\$1,070	\$1,016	\$963
2/3 page	\$880	\$836	\$792
1/2 page	\$660	\$627	\$594
1/3 page	\$610	\$579	\$549
1/4 page	\$485	\$460	\$436
1/6 page	\$425	\$403	\$382

*Rate per issue.

Ad rates are for the cost of ad space only and are based upon receipt of finished artwork provided in an accepted format. (See "Submitting Artwork" on the next page of this rate card for accepted formats.) No agency discounts.

MULTIPLE-ISSUE DISCOUNTS

Frequency discounts are not retroactive and will only be granted to advertisers who sign a multiple-issue contract prior to any ads running. All ads in a contract must run within one year of the first insertion.

UTAH BAR JOURNAL ONLINE

All issues of the *Utah Bar Journal* are also posted online as a searchable pdf at barjournal.utahbar.org. Advertisers are included in this online version of the *Journal* at no charge. **As a bonus for advertisers with multiple-issue contracts, we will link your ad to your website or email address free of charge.** For single-issue advertisers who wish to have their ad linked to their website, please add \$25 to the display ad rate.

2018 DEADLINES

Issue	Space Reservations	Ad Artwork
Jan/Feb 2018	12/11/17	12/15/17
Mar/Apr 2018	02/09/18	02/15/18
May/June 2018	04/10/18	04/16/18
Jul/Aug 2018	06/11/18	06/15/18
Sep/Oct 2018	08/10/18	08/15/18
Nov/Dec 2018	10/09/18	10/15/18

CIRCULATION

Our current circulation is approximately 10,700, including every attorney and judge licensed to practice law in the state of Utah.

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 20% to the ad rate. Otherwise position within the *Journal* cannot be guaranteed.

TERMS & CONDITIONS

Payment in advance of publication is required.

A signed insertion order is required to reserve ad space in the *Utah Bar 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.

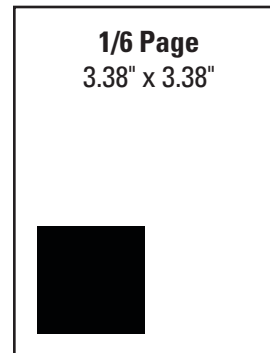
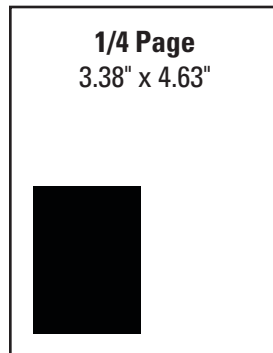
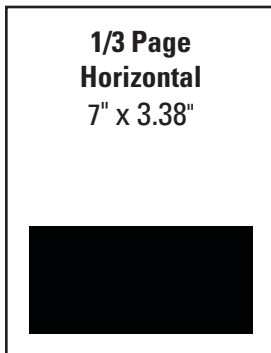
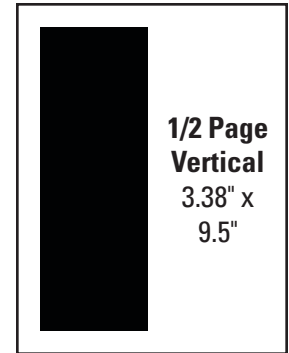
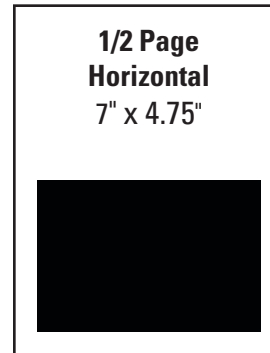
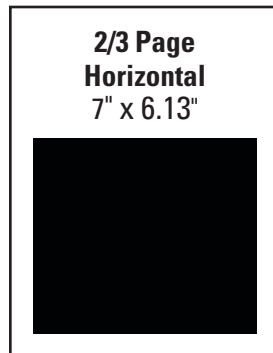
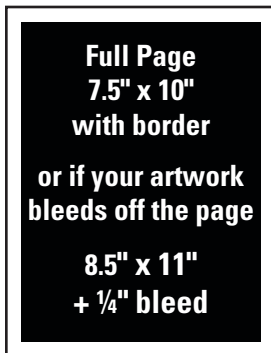
The publisher reserves the right to change advertising rates and conditions at any time. The publisher may, at their discretion, reject ads deemed inappropriate for publication, and reserves the right to request an ad be revised prior to publication.

CANCELLATIONS

Advertising cancelled after the reservation deadline will be charged for 50% of the reserved space plus the cost of any completed production work.

**To reserve ad space in the *Utah Bar Journal* contact Laniece Roberts:
e-mail: UtahBarJournal@gmail.com • phone: (801) 910-0085**

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) 910-0085 for pricing & availability

SUBMITTING ARTWORK

E-mail to: UtahBarJournal@gmail.com, or deliver on CD, DVD, or thumbdrive to: 645 South 200 East • SLC, UT 84111

ACCEPTED FILE FORMATS:

Files for color ads must be prepared in CMYK and black and white ads must be in grayscale. **Please make sure that your ad does not contain any RGB, Lab, or spot colors.** Resolution requirements are 300 dpi at 100%. If at all possible, **convert all text to outlines** – otherwise make sure all fonts and support documents are included.

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

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

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

Adobe InDesign: Include all fonts, photos and art files.

***** WE CAN NOT USE 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 UtahBarJournal@gmail.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 UtahBarJournal@gmail.com. Ad proofs will be provided for your approval.

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