

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

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 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. Ads must run within one year of the first insertion.

UTAH BAR JOURNAL E-BOOK

Utah Bar Journal advertisers also have the option of including their ad in the e-book version of the *Journal* as well. This interactive format for tablets, smart phones, and e-readers, includes the same information as the printed version, but is fully searchable with clickable links. In fact, give us a URL and your ad can be linked to your website or email address. To be included in the e-book add just **\$25 per issue** to your ad rate.

Advertisers with multiple-issue contracts will be included in the e-book free of charge.

2017 DEADLINES

Issue	Space Reservations	Ad Artwork
Jan/Feb 2017	12/09/16	12/13/16
Mar/Apr 2017	02/10/17	02/15/17
May/June 2017	04/10/17	04/14/17
Jul/Aug 2017	06/12/17	06/16/17
Sep/Oct 2017	08/10/17	08/15/17
Nov/Dec 2017	10/10/17	10/16/17

CIRCULATION

Our current circulation is approximately 10,500, 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.

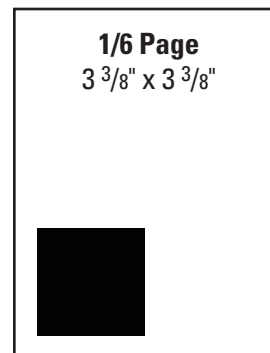
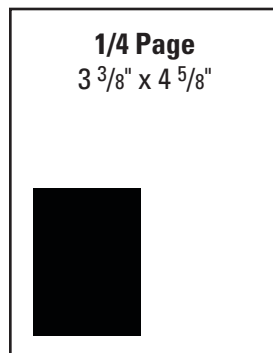
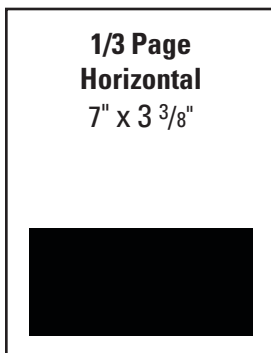
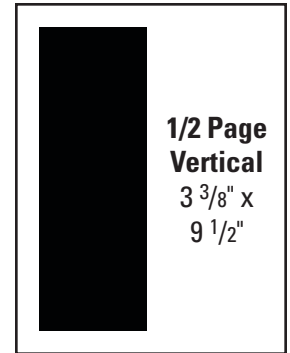
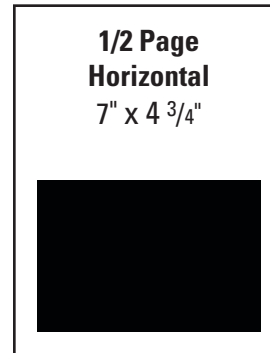
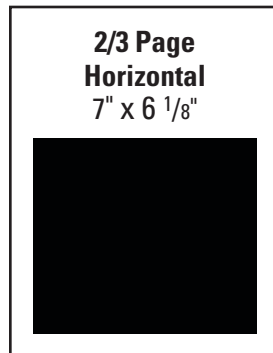
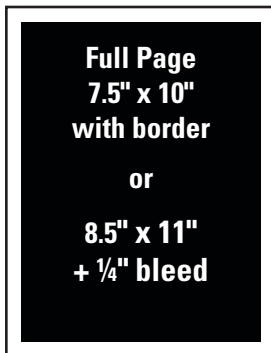
The publisher reserves the right to change advertising rates and conditions at any time. The publisher may, at their discretion, reject ads deemed inappropriate for publication, and reserves the right to request an ad be revised prior to publication.

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 must be prepared in grayscale for black and white ads and CMYK for full color ads. (No 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. Please include a hard copy proof so that output can be checked.

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 (CS6 or lower): 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.

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

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 web site.

	<i>Utah Bar Journal</i>	<i>Utah State Bar Web site</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 UtahBarJournal@gmail.com. See our display advertising rate card for accepted file formats. If you are unable to provide your ad 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 UtahBarJournal@gmail.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: _____

email: _____

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