

DISPLAY AD RATES

4-COLOR PROCESS	1X	3X*	6X*
full page	\$1,600	\$1,520	\$1,440
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	\$1,150	\$1,092	\$1,035
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.

2023 DEADLINES

Issue	Space Reservations	Ad Artwork
Jan/Feb 2023	12/09/22	12/14/22
Mar/Apr 2023	02/10/23	02/15/23
May/June 2023	04/07/23	04/12/23
Jul/Aug 2023	06/09/23	06/14/23
Sep/Oct 2023	08/09/23	08/14/23
Nov/Dec 2023	10/09/23	10/16/23

CIRCULATION

Our current circulation is over 11,600, including every attorney, judge, and paralegal 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 **25%** 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.

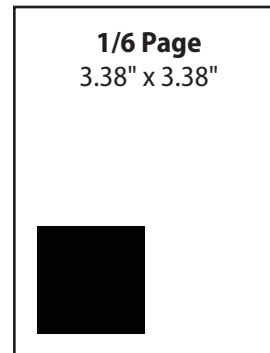
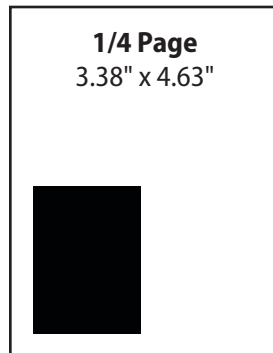
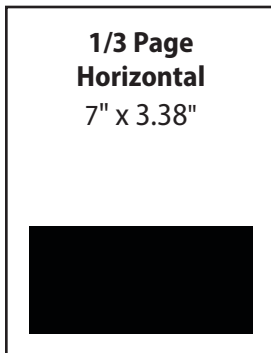
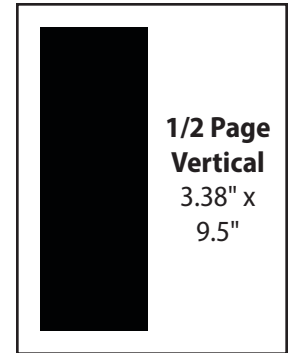
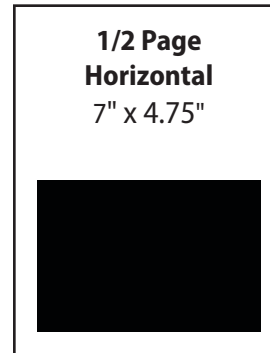
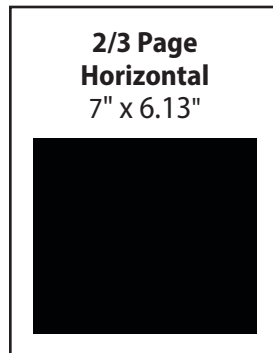
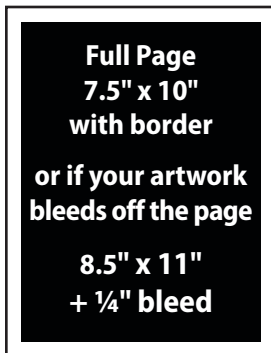
The publisher reserves the right to change advertising rates and conditions at any time. The publisher may, at their discretion, reject ads deemed inappropriate for publication, and reserves the right to request an ad be revised prior to publication.

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 at: UtahBarJournal@gmail.com or (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 files to: UtahBarJournal@gmail.com, or provide a Dropbox link where the file may be downloaded.

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: (preferred method) Use Adobe Distiller to create a press-optimized PDF. Embed all fonts.

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

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.

***** WE CAN NOT USE MICROSOFT WORD OR PUBLISHER FILES FOR 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:
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CLASSIFIED TEXT ADS

Text ads of 100 words or less can be placed in the classified section of the *Utah Bar Journal*.

Up to 50 words \$50 per issue

51 to 100 words \$70 per issue

PRE-PAYMENT REQUIRED

Pre-payment for your classified ad may be made via credit card or ACH electronic transfer. Please fill out and return the provided "Utah Bar Journal Advertising Payment Form" and return it to: christine.critchley@utahbar.org. If pre-payment is not received at least 15 days prior to publication, your ad may not run in the requested issue.

TO PLACE A TEXT-ONLY CLASSIFIED AD

Complete this form and return it, along with the text of your ad, to: christine.critchley@utahbar.org.

Check ALL issues you want this ad to run in. Your ad will start running in the first issue available after payment is received.

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

Select ONE category you would like your ad to be listed under.*

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

*Required.

Name: _____

Phone: _____ email: _____

Company: _____

Address: _____

50 words or less..... \$50 per issue x ____ issues = \$ _____

51-100 words. \$70 per issue x ____ issues = \$ _____

TOTAL DUE: \$ _____

TO PLACE A CLASSIFIED DISPLAY AD

Submitting Classified Display Ads:

If you are interested in placing a display ad in the classified section of the *Bar Journal*, please email UtahBarJournal@gmail.com to let us know which of the three ad sizes you want to utilize and in which issues you would like them to run.

Your ad artwork should also be emailed to UtahBarJournal@gmail.com. (See "Submitting Artwork" on our display advertising rate card for accepted file formats, available at: <https://barjournal.utahbar.org/place-an-ad-in-the-journal.html>.)

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



If you are unable to provide your ad in one of the accepted formats we can produce it for you at a cost of \$75. Email the text of your ad to UtahBarJournal@gmail.com, along with a high resolution copy of your logo (if desired).