

# NORTH CAROLINA **LAWYER** ADVERTISING INFORMATION

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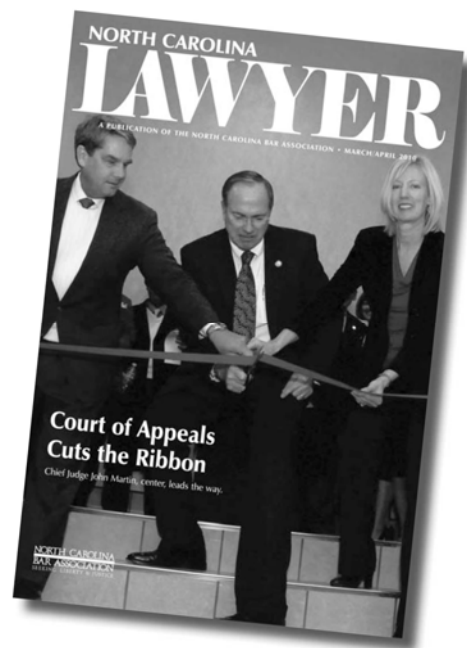
## Specs

**North Carolina Lawyer** is a 16-page, 11" x 14" bi-monthly tabloid magazine. It is printed on 60-pound glossy white paper and is 4-color process (CMYK) throughout.

## Closing Dates

Ad copy is due at the Bar Association on the following dates:

ISSUE	CLOSING DATE
September/October 2010	July 21, 2010
November/December 2010	September 22, 2010
January/February 2011	November 23, 2010
March/April 2011	January 20, 2011
May/June 2011	March 24, 2011
July/August 2011	May 19, 2011



## Content

The N.C. Bar Association retains the right to accept or reject advertisements and to reduce or increase the size of display ads up to 10%, if necessary, to provide a more attractive layout. The N.C. Bar Association is not responsible or liable for display advertisements that do not print correctly as a result of failure to meet our print specifications as described on the following page.

## Classified Ad Rates

Annual contract (6 issues) available at 15% discount when paid in advance. Add \$10 per issue handling charge for confidential ads. Classified categories include: *Positions Available, Positions Wanted, Consultants/Experts, For Sale* and *Miscellaneous*.

MEMBER RATES	NON-MEMBER RATES
1-50 Words: \$25	1-50 Words: \$50
51-75 Words: \$50	51-75 Words: \$80
76-100 Words: \$75	76-100 Words: \$150

## Circulation

**North Carolina Lawyer** is distributed to more than 15,000 members of the N.C. Bar Association as a membership benefit and is not available by subscription. Requests for complimentary copies and advertising inquiries may be directed to:

N.C. Lawyer Advertising Coordinator  
North Carolina Bar Association  
P.O. Box 6388, Cary, NC 27519  
1-800-662-7407 • [lbridges@ncbar.org](mailto:lbridges@ncbar.org)

SIZE	B&W Annual Contract	B&W Per Issue Rate	COLOR Annual Contract	COLOR Per Issue Rate
Full-page	\$6,885	\$1,350	\$7,905	\$1,550
3/4 page	\$5,610	\$1,100	\$6,630	\$1,300
1/2 page	\$4,080	\$800	\$5,100	\$1,000
3/8 page	\$3,060	\$600	\$4,080	\$800
1/4 page	\$2,295	\$450	\$3,315	\$650
1/8 page	\$1,224	\$240	\$2,244	\$440
1/16 page	\$612	\$120	\$1,632	\$320

Special placement (pending availability) is offered for an additional fee of 20% for ads 1/4 page and larger.

For inserts, call for details and cost.

*North Carolina Lawyer* is produced with Adobe InDesign CS5 on a PC platform. Advertisers may submit ads as (in order of preference):

- Native PC InDesign files, CS or better
- PDF files
- TIFF, JPG or EPS files
- MS Word files

*North Carolina Lawyer* is printed on an offset press with 175 line screen. Measurements given are WIDTH x HEIGHT in inches. All ads/artwork, regardless of format, should be submitted at 300 dpi or greater. Color ads should be designed in CMYK. Ads in RGB format are unacceptable.

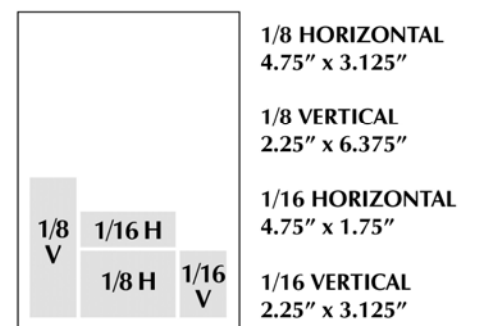
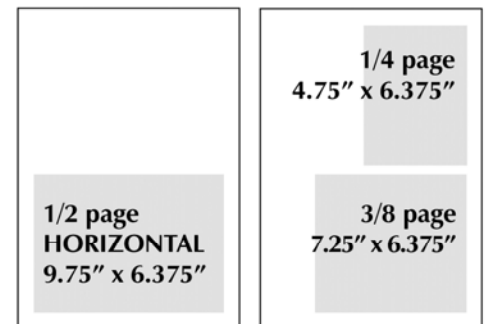
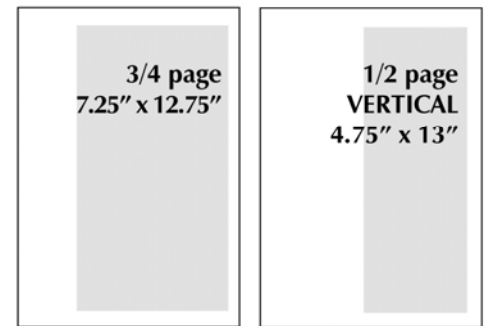
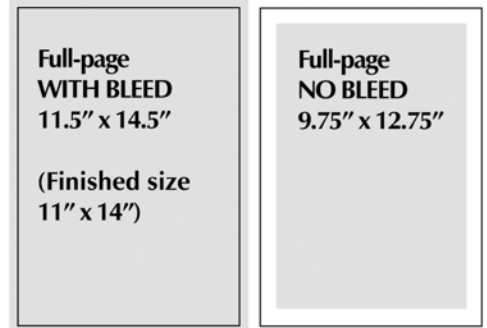
All fonts and graphics MUST be embedded. Fonts converted to outline are preferred.

Full page ads (only) are allowed to bleed. If a bleed is desired, please extend the borders of the ad at least 1/4" on all four sides to accommodate. Show crop marks.

A one-time production charge will be imposed for unprepared ads. (Typesetting fees will be billed at \$60/hour with a one-hour minimum)

The NCBA and *North Carolina Lawyer* are not responsible or liable for display ads submitted that do not print correctly as a result of failure to meet our print specifications.

Payment for advertisements must be received in advance of copy closing date. The N.C. Bar Association offers no commission on contracts. Discounts are available only for a six-issue, paid in advance, annual contract as listed above in rates. Please make checks payable to the N.C. Bar Association.



To advertise in  
*North Carolina Lawyer*,  
contact the NCBA at  
1-800-662-7407.