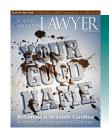
# **SOUTH CAROLINA BAR**

# RATE CARD

South Carolina Lawyer & SC Bar News



Effective October 2010 for all new contracts.



# South Carolina Lawyer

## **CLOSING DATES**

ISSUES	RESERVE AD SPACE BY	LAST DATE TO RECEIVE AD MATERIALS	PUBLICATION DATE
July	May 30	June 7	July 1
September	July 30	August 7	September 1
November	Sept. 30	October 9	November 1
January	Nov. 30	December 4	January 1
March	Jan. 30	February 5	March 1
May	Mar. 30	April 5	May 1

If any date specified above falls on a Saturday or Sunday, the deadline will be the following Monday—or the next work day if the deadline falls on a national holiday.

For additional information or to request an insertion order for space reservation, call (803) 799-6653.

Send ad materials to Communications Division Attention: Advertising P.O. Box 608 950 Taylor Street Columbia, SC 29202

ALL ADS, BOTH DISPLAY AND CLASSIFIED, MUST BE PREPAID.



# SC Bar News online

# **CLOSING DATES**

ISSUES	RESERVE AD SPACE BY	LAST DATE TO RECEIVE AD MATERIALS	PUBLICATION DATE
October	August 30	September 6	October 1
December	October 30	November 6	December 1
February	December 30	January 5	February 1
April	February 28	March 6	April 1
June	April 30	May 6	June 1

If any date specified above falls on a Saturday or Sunday, the deadline will be the following Monday–or the next work day if the deadline falls on a national holiday.

For additional information or to request an insertion order for space reservation, call (803) 799-6653.

Send ad materials to Communications Division Attention: Advertising P.O. Box 608 950 Taylor Street Columbia, SC 29202 Ithomas@scbar.org

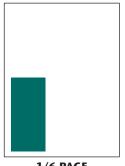
ALL ADS, BOTH DISPLAY AND CLASSIFIED, MUST BE PREPAID.



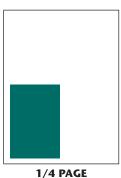
# **DISPLAY AD SIZES**



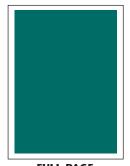
# South Carolina Lawyer ad sizes



**1/6 PAGE** 2.3125" x 4.75"

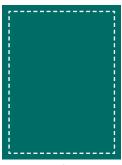


3.5" x 4.75"

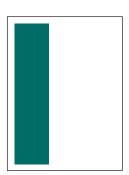


**FULL PAGE** 7.3125" x 9.75"

SC Bar News ad sizes



**FULL PAGE BLEED** 8.5" x 11" (trim size)



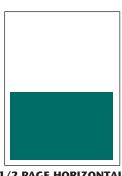
1/3 PAGE VERTICAL 2.3125" x 9.75"



1/3 PAGE HORIZONTAL 4.8125" x 4.75"



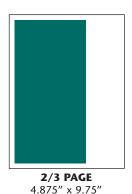
3.5" x 5.5"



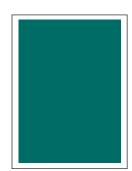
1/2 PAGE HORIZONTAL 7.25" x 4.5"



1/2 PAGE 7.3125" x 4.75"



1/2 PAGE VERTICAL 3.5" x 9"



**FULL PAGE** 7.25" x 9.0"

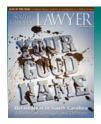
#### **OTHER**

#### **DISCOUNTS:**

Agency-15% to recognized agencies if paid by space reservation date.

Combined-3x ea. publ.-5% or 6x ea. publ.-10%

**CANCELLATION POLICY:** If pulling a display or classified ad from publication, written notification is required by the space reservation date. No cancellations will be accepted over the phone.



# South Carolina Lawyer

BLACK & WHITE	1x	3x	6x
Full page	\$820	\$710	\$600
2/3 page	\$620	\$540	\$460
1/2 page	\$490	\$420	\$360
1/3 page	\$350	\$310	\$260
1/4 page	\$280	\$240	\$210
1/6 page	\$200	\$180	\$150
FULL COLOR	1x	3x	6x
<b>FULL COLOR</b> Full page	<b>1x</b> \$1,070	<b>3x</b> \$920	<b>6x</b> \$780
Full page	\$1,070	\$920	\$780
Full page 2/3 page	\$1,070 \$800	\$920 \$690	\$780 \$590
Full page 2/3 page 1/2 page	\$1,070 \$800 \$630	\$920 \$690 \$550	\$780 \$590 \$460
Full page 2/3 page 1/2 page 1/3 page	\$1,070 \$800 \$630 \$450	\$920 \$690 \$550 \$400	\$780 \$590 \$460 \$340

#### **COVERS** (call regarding availability)

(			
Cover (inside front/back)	1x	3x	6x
Black & White	\$1,100	\$960	\$820
Full Color:	\$1,200	\$1,050	\$890
Cover (back) Full color only	\$1,400	\$1,220	\$1,030

#### **SPECIAL POSITIONS:**

Add 15%; contact publisher on availability.

## **MECHANICAL REQUIREMENTS**

South Carolina Lawyer is a 56-page printed magazine plus cover. 8 1/2" x 11", printed offset, sheet fed on 60lbs. enamel (inside) and 100 lb. enamel (cover), saddle-stitched.

All ads must be in high-resolution (300 dpi), and only ads in one of the following formats will be accepted:

- Print or Press optimized PDF (Mac or PC)
- JPEG, EPS OR TIF (Flat file, please), 300 dpi (Mac or PC). Full color ads should be saved in CMYK mode.

Please e-mail the file to: Ithomas@scbar.org

Phone: 803-799-6653, ext.161

## Or, you can send your files on a CD to:

Communications Division Attention: Advertising

P.O. Box 608 950 Taylor Street Columbia, SC 29202





# **DISPLAY ADVERTISING** (rates are per issue)

	1x	3x	5x
Full page	\$600	\$510	\$420
1/2 page (horizontal)	\$350	\$300	\$240
1/2 page (vertical)	\$350	\$300	\$240
1/4 page	\$200	\$170	\$140

#### **SPECIAL POSITIONS:**

Add 15%; contact publisher on availability.

# **MECHANICAL REQUIREMENTS**

South Carolina Bar News is an online newsletter. 8.0" x 10", saved as Adobe Acrobat® PDF file.

All ads must be in high-resolution (300 dpi), and only ads in one of the following formats will be accepted:

- Print or Press optimized PDF (Mac or PC)
- JPEG, EPS OR TIF (Flat file, please), 300 dpi (Mac or PC). Full color ads should be saved in CMYK mode.

Please e-mail the file to: | Ithomas@scbar.org

Phone: 803-799-6653, ext.161

#### Or, you can send your files on a CD to:

Communications Division Attention: Advertising P.O. Box 608 950 Taylor Street Columbia, SC 29202

## **CLASSIFIED ADVERTISING**

(South Carolina Lawyer)

REGULAR: \$1 per word (\$35 minimum). No frequency

discounts are given.

**BOXED:** Rates are *per issue* for 1 column width (2.3125"),

maximum 6 lines per inch.

Inches	1x	3x	6x
1"	\$46	\$39	\$33
2"	\$87	\$74	\$52
3"	\$123	\$105	\$88

(All regular and boxed classified ads are typeset in-house.)

## **CLASSIFIED AD CLOSING DATES**

SCL ISSUE	LAST DATE TO RECEIVE AD MATERIALS	PUBLICATION DATE
July	May 30	July 1
September	July 30	September 1
November	September 30	November 1
January	November 30	January 1
March	January 30	March 1
May	March 30	May 1

If any date specified above falls on a Saturday or Sunday, the deadline will be the following Monday–or the next work day if the deadline falls on a national holiday.

For additional information or to request an insertion order for space reservation, call (803) 799-6653.

## **ONLINE CAREER CENTER**

Positions available ads are posted free on the Bar's online career center. Ads are posted within two business days of receipt and will remain posted until notification that the position has been filled. E-mail text to Ithomas@scbar.org.

Send ad materials to Communications Division Attention: Advertising P.O. Box 608 950 Taylor Street Columbia, SC 29202 Ithomas@scbar.org