

SC Bar News

Display Advertising Insertion Order

Company name: _____ Contact: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Ext.: _____ Fax: _____ E-mail: _____

Signature: _____ Date: _____

Rates and dimensions

BLACK & WHITE	INCHES	1x	3x	6x	FREQUENCY	AD COST
Full page	7.3125" (w) x 9.75" (v)	\$700	\$610	\$500		
2/3 page	4.875" (w) x 9.75" (v)	\$520	\$440	\$380		
1/2 page	7.3125" (w) x 4.75" (v)	\$400	\$350	\$300		
1/3 page (horizontal)	4.8125" (w) x 4.75" (v)	\$280	\$250	\$210		
1/3 page (vertical)	2.3125" (w) x 9.75" (v)	\$280	\$250	\$210		
1/4 page	3.5 (w) x 4.75" (v)	\$220	\$190	\$170		
1/6 page	2.3125" (w) x 4.75" (v)	\$150	\$130	\$120		

FULL COLOR	INCHES	1x	3x	6x	FREQUENCY	AD COST
Full page	7.3125" (w) x 9.75" (v)	\$830	\$740	\$630		
2/3 page	4.875" (w) x 9.75" (v)	\$610	\$530	\$450		
1/2 page	7.3125" (w) x 4.75" (v)	\$470	\$410	\$360		
1/3 page (horizontal)	4.8125" (w) x 4.75" (v)	\$320	\$280	\$250		
1/3 page (vertical)	2.3125" (w) x 9.75" (v)	\$320	\$280	\$250		
1/4 page	3.5 (w) x 4.75" (v)	\$260	\$230	\$210		
1/6 page	2.3125" (w) x 4.75" (v)	\$180	\$150	\$140		

COVER 4 — BACK (Call regarding availability)	1x	3x	6x	FREQUENCY	AD COST
Black & White	\$930	\$830	\$720		
Two Color	\$1100	\$970	\$830		

Issues: Feb. Apr. Jun. Oct. Dec.



Send payment
or other correspondence to:
South Carolina Bar
Communications Division
P.O. Box 608
Columbia, SC 29202.

SUBTOTAL	
less 5% or 10% comb. adv. disc.	
less 15% agency disc.	
TOTAL	

All ads must be prepaid by space reservation dates (see ad agreement for details).

If pulling ad from publication, written notification is required by the space reservation date.
No cancellations accepted over the phone.