

# South Carolina Lawyer

## Display Advertising Insertion Order

Company name: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Ext.: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Rates and dimensions

BLACK & WHITE	INCHES	1x	3x	6x	FREQUENCY	AD COST
Full page	7.3125" (w) x 9.75" (v)	\$820	\$710	\$600		
2/3 page	4.875" (w) x 9.75" (v)	\$620	\$540	\$460		
1/2 page	7.3125" (w) x 4.75" (v)	\$490	\$420	\$360		
1/3 page (horizontal)	4.8125" (w) x 4.75" (v)	\$350	\$310	\$260		
1/3 page (vertical)	2.3125" (w) x 9.75" (v)	\$350	\$310	\$260		
1/4 page	3.5 (w) x 4.75" (v)	\$280	\$240	\$210		
1/6 page	2.3125" (w) x 4.75" (v)	\$200	\$180	\$150		

FULL COLOR	INCHES	1x	3x	6x	FREQUENCY	AD COST
Full page	7.3125" (w) x 9.75" (v)	\$1,070	\$920	\$780		
2/3 page	4.875" (w) x 9.75" (v)	\$800	\$690	\$590		
1/2 page	7.3125" (w) x 4.75" (v)	\$630	\$550	\$460		
1/3 page (horizontal)	4.8125" (w) x 4.75" (v)	\$450	\$400	\$340		
1/3 page (vertical)	2.3125" (w) x 9.75" (v)	\$450	\$400	\$340		
1/4 page	3.5 (w) x 4.75" (v)	\$360	\$310	\$270		
1/6 page	2.3125" (w) x 4.75" (v)	\$270	\$220	\$170		

COVERS (Call regarding availability)		1x	3x	6x	FREQUENCY	AD COST
Cover 4 (back) Full color only		\$1,400	\$1,220	\$1,030		
Cover 2 or 3 (inside front/back)						
Black & White	7.3125" (w) x 9.75" (v)	\$1,100	\$960	\$820		
Full Color	7.3125" (w) x 9.75" (v)	\$1,200	\$1,050	\$890		

Issues:  Jan.  Mar.  May  July  Sept.  Nov.



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.	
<b>TOTAL</b>	

**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.