



2026 SOUTH CAROLINA LAWYER RATE CARD

Why Advertise in SC Lawyer?

Advertising in SC Lawyer offers a direct line to South Carolina's most respected legal professionals, individuals who are not only leaders in the practice of law but also influential figures in their communities. With a circulation of over **17,500 subscribers**, SC Lawyer is one of the most valued member benefits, serving as a trusted source of insight, updates, and thought leadership for South Carolina's legal community.



DISPLAY ADVERTISING

(rates are per issue)

FULL COLOR	1x	2x	4x
Full page	\$1,285	\$1,100	\$920
2/3 page	\$960	\$830	\$700
1/2 page	\$750	\$660	\$550
1/3 page	\$540	\$480	\$400
1/4 page	\$430	\$375	\$320
1/6 page	\$325	\$265	\$200

COVERS (call regarding availability)	1x	2x	4x
Inside Front or Back	\$1,499	\$1,299	\$1,099
Back Cover	\$1,799	\$1,599	\$1,399

BLACK & WHITE	1x	2x	4x
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

CLOSING DATES

ISSUES	RESERVE AD SPACE BY	LAST DATE TO RECEIVE AD MATERIALS	PUBLICATION DATE
Spring	Feb 13	Feb 20	March
Summer	May 8	May 15	June
Fall	Aug 14	Aug 21	September
Winter	Nov 13	Nov 20	December

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

For additional information or to request an insertion order for space reservation, email ads@scbar.org or call (803) 576-3787.

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

SPECIAL POSITIONS:

Add 15%; contact publisher on availability.

AD DESIGN:

Fees apply depending on size and complexity. Contact us if you need help with your ad for a quote.

MECHANICAL REQUIREMENTS

SC Lawyer is a 60-page printed magazine plus cover. 8 1/2" x 11", printed offset, sheet fed on 60 lbs. 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,
JPG, EPS OR TIF (flat file, please), 300 dpi.
Full color ads should be saved in CMYK mode.*

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

Phone: (803) 576-3787

EFFECTIVE JANUARY 2026 FOR ALL NEW CONTRACTS.



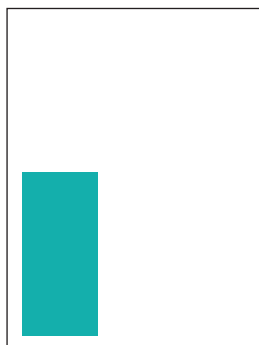
About the Publication

SC Lawyer is the flagship publication of the **South Carolina Bar**, the premier membership organization representing every licensed attorney in the state. *Published quarterly*, this trusted magazine delivers authoritative content to an audience of professionals that includes solo practitioners, firm partners, judges, elected officials, and legal educators.

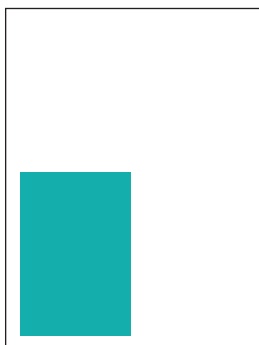
With a circulation of over **17,500 subscribers**, SC Lawyer offers advertisers unparalleled access to South Carolina's legal community. As one of the Bar's most valued member benefits, the magazine is a go-to resource for insight, updates, and thought leadership—making it the perfect platform to showcase your brand, products, and services.

Position your business where South Carolina's legal leaders turn for insight.

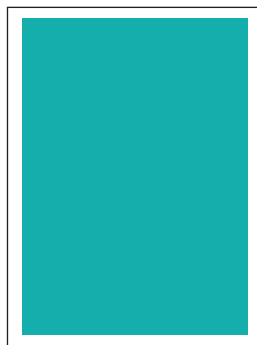
Advertising in SC Lawyer isn't just placement—it's partnership with the state's most respected legal network.



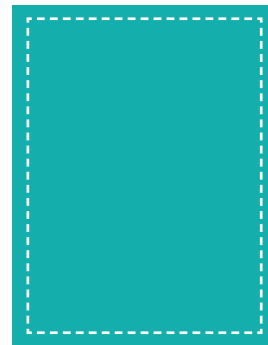
1/6 PAGE
2.3125" x 4.75"



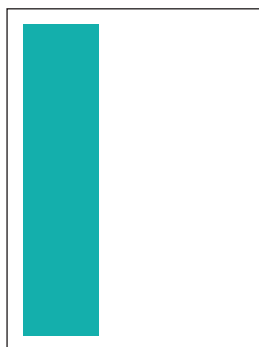
1/4 PAGE
3.5" x 4.75"



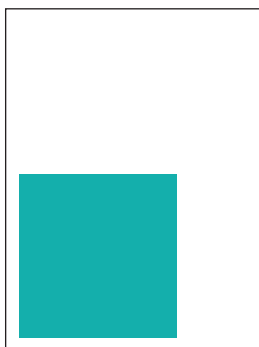
FULL PAGE
7.3125" x 9.75"



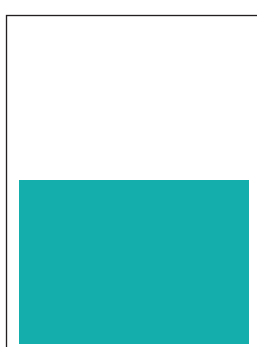
FULL PAGE BLEED
8.5" x 11" (trim size)
.125" bleed minimum



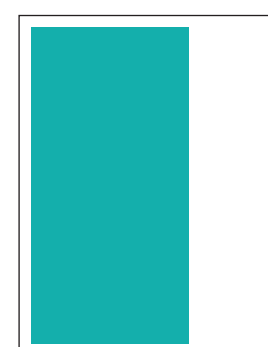
1/3 PAGE VERTICAL
2.3125" x 9.75"



1/3 PAGE HORIZONTAL
4.8125" x 4.75"



1/2 PAGE
7.3125" x 4.75"



2/3 PAGE
4.875" x 9.75"

DISCOUNTS:

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

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

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Full color ads should be saved in CMYK mode.*

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Visit sctbar.org/SCLawyer for more information.