

SOUTH CAROLINA BAR

RATE CARD



DISPLAY ADVERTISING

(rates are per issue)

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
Full page	\$1,070	\$920	\$780
2/3 page	\$800	\$690	\$590
1/2 page	\$630	\$550	\$460
1/3 page	\$450	\$400	\$340
1/4 page	\$360	\$310	\$270
1/6 page	\$270	\$220	\$170

COVERS (call regarding availability)

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

Cover (back) Full color only	\$1,400	\$1,220	\$1,030
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SPECIAL POSITIONS and AD DESIGN:

Add 15%; contact publisher on availability.

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: mcraft@scbar.org

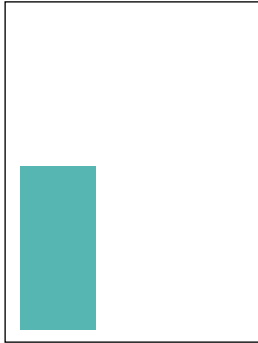
Phone: 803-799-6653, ext.161

Effective September 2018 for all new contracts.

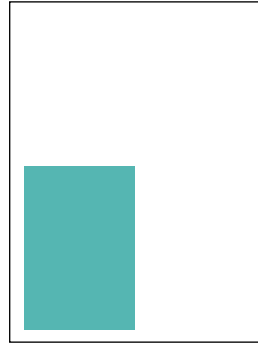


DISPLAY AD SIZES

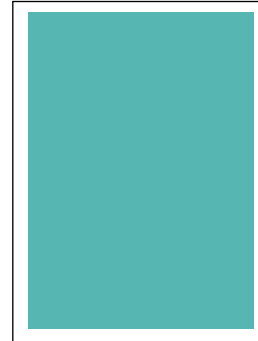
South Carolina Lawyer ad sizes



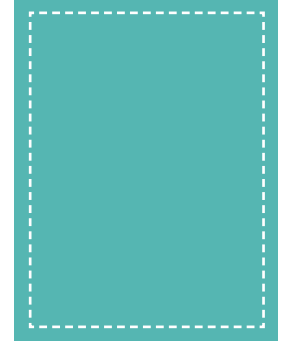
1/6 PAGE
2.3125" x 4.75"



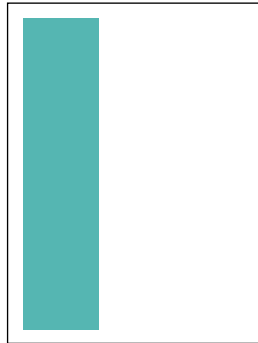
1/4 PAGE
3.5" x 4.75"



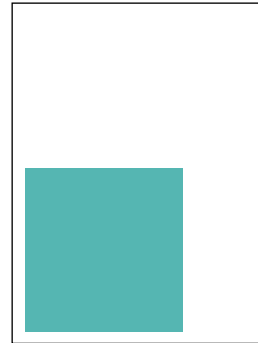
FULL PAGE
7.3125" x 9.75"



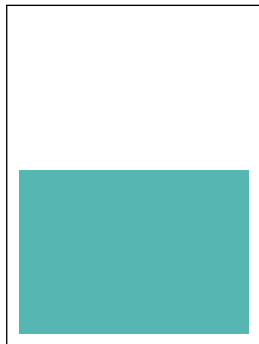
FULL PAGE BLEED
8.5" x 11" (trim size)



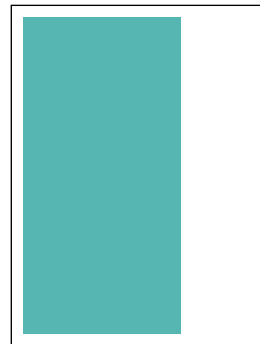
1/3 PAGE VERTICAL
2.3125" x 9.75"



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"

OTHER

DISCOUNTS:

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

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.



CLASSIFIEDS

ONLINE CLASSIFIEDS

Regular classifieds for office space and services available may be placed on the Bar website at a rate of \$35 per 30-day period. E-mail text to mcrafft@scbar.org.

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 bmixon@scbar.org.



CLOSING DATES

ISSUES	RESERVE AD SPACE BY	LAST DATE TO RECEIVE AD MATERIALS	PUBLICATION DATE
January	Nov. 27	December 4	January 1
March	Jan. 31	February 5	March 1
May	Mar. 31	April 3	May 1
July	May 29	June 5	July 1
September	July 31	August 7	September 1
November	Sept. 30	October 9	November 1

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, call (803) 576-3773, ext. 161.

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.**