

2022
SOUTH CAROLINA BAR

RATE CARD

SC LAWYER

THE MAGAZINE OF THE SOUTH CAROLINA BAR // NOVEMBER 2021



Six Things “Bad” Movies Can
Teach Us About Oral Advocacy

Effective November 2021 for all new contracts.



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

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.

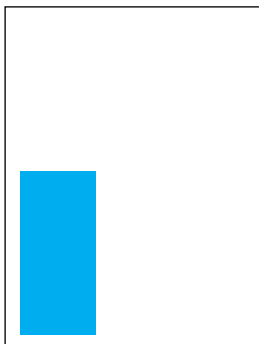
Please e-mail the file to: mcraft@scbar.org

Phone: (803) 576-3773

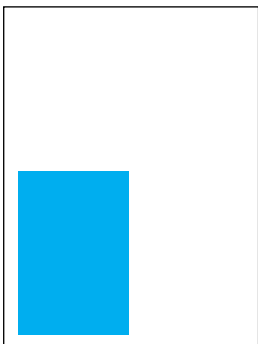


DISPLAY AD

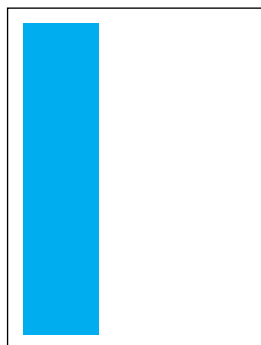
South Carolina



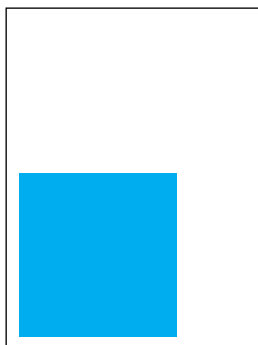
1/6 PAGE
2.3125" x 4.75"



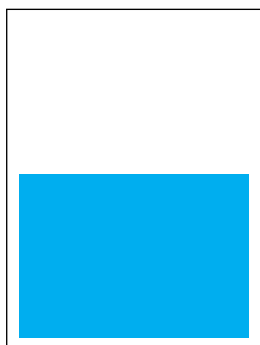
1/4 PAGE
3.5" x 4.75"



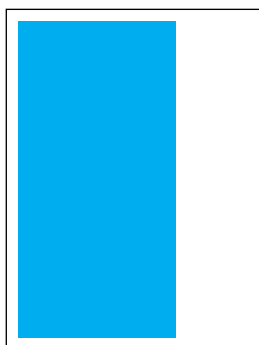
1/3 PAGE VERTICAL
2.3125" x 9.75"



1/3 PAGE HORIZONTAL
4.8125" x 4.75"



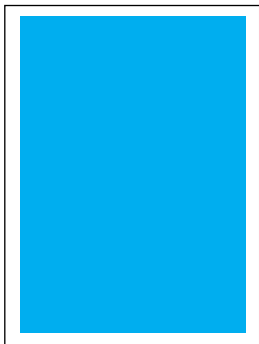
1/2 PAGE
7.3125" x 4.75"



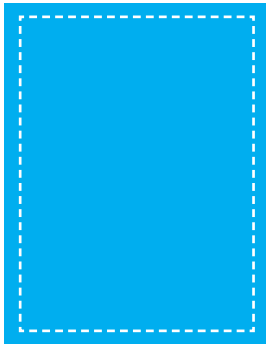
2/3 PAGE
4.875" x 9.75"

D SIZES

Lawyer ad sizes



FULL PAGE
7.3125" x 9.75"



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

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 for members on the Bar's online career center. Rate for non-members is \$35 per 30-day period. 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 jmetz@scbar.org.



CLOSING DATES

ISSUES	RESERVE AD SPACE BY	LAST DATE TO RECEIVE AD MATERIALS	PUBLICATION DATE
January	Nov. 29	December 3	January 1
March	Jan. 28	February 4	March 1
May	Mar. 31	April 6	May 1
July	May 31	June 3	July 1
September	July 20	August 5	September 1
November	Sept. 30	October 7	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.

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

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