

2024
SOUTH CAROLINA BAR
**RATE
CARD**



Effective January 2024 for all new contracts.



DISPLAY ADVERTISING

(rates are per issue)

FULL COLOR

	1x	3x	6x
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	3x	6x
Inside Front or Back	\$1,499	\$1,299	\$1,099
Back Cover	\$1,799	\$1,599	\$1,399

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

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.

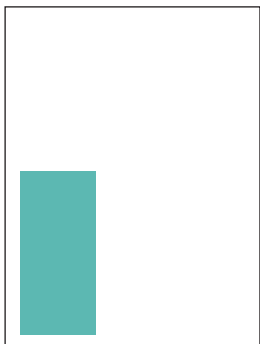
Please e-mail the file to: ads@scbar.org

Phone: (803) 576-3787

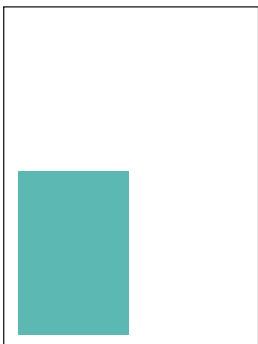


DISPLAY AD

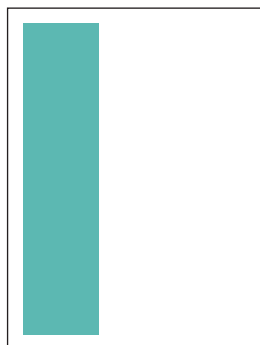
South Carolina



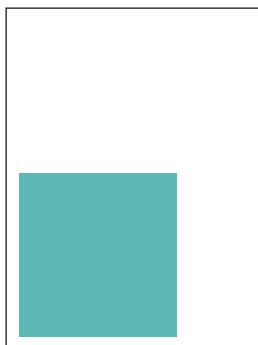
1/6 PAGE
2.3125" x 4.75"



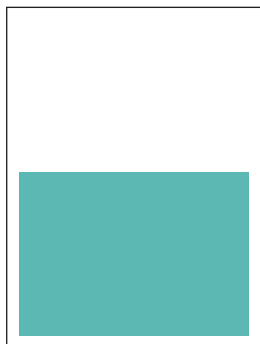
1/4 PAGE
3.5" x 4.75"



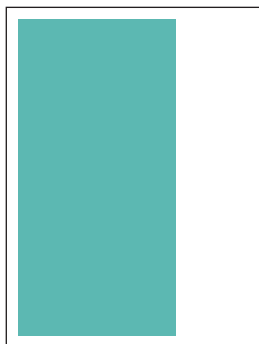
1/3 PAGE VERTICAL
2.3125" x 9.75"



1/3 PAGE HORIZONTAL
4.8125" x 4.75"



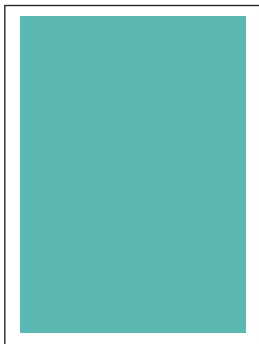
1/2 PAGE
7.3125" x 4.75"



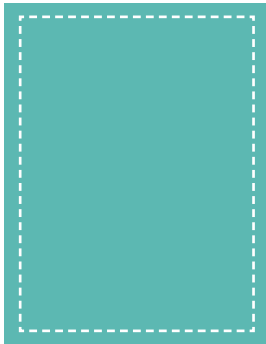
2/3 PAGE
4.875" x 9.75"

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

SC BAR CAREER CENTER

Visit careers.scbar.org for job advertising options.

SC LAWYER

Visit scbar.org/SCLawyer for more information.



CLOSING DATES

ISSUES	RESERVE AD SPACE BY	LAST DATE TO RECEIVE AD MATERIALS	PUBLICATION DATE
January	Dec. 1	Dec. 8	Jan. 1
March	Jan. 26	Feb. 2	Mar. 1
May	Mar. 29	April 5	May 1
July	May 31	June 3	July 1
September	July 26	Aug. 2	Sept. 1
November	Sept. 27	Oct. 4	Nov. 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, email ads@scbar.org or call (803) 576-3787.

Send correspondence and payments 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.