

# SOUTH CAROLINA BAR

# RATE CARD

Also in this issue: The Right Mix—What Legal Employers Want in New Hires

# SC LAWYER

THE MAGAZINE OF THE SOUTH CAROLINA BAR // JULY 2018

## When Vacations Go Bad

The Stormy Seas of  
Vessel Passenger  
Litigation



## 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 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: [mary.craft@scbar.org](mailto:mary.craft@scbar.org)

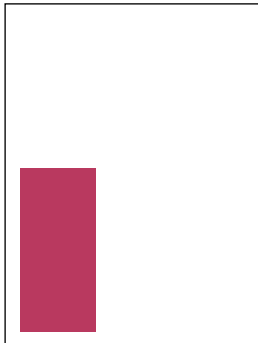
Phone: 803-799-6653, ext.161

Effective September 2018 for all new contracts.

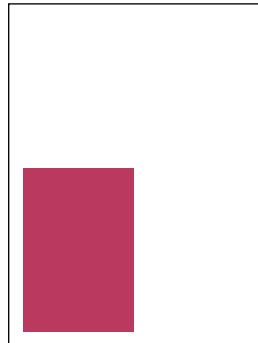


# DISPLAY AD SIZES

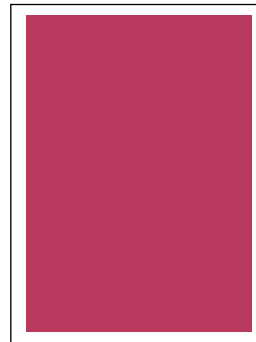
## South Carolina Lawyer ad sizes



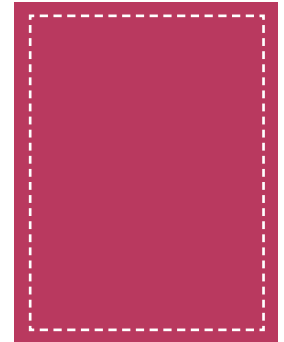
**1/6 PAGE**  
2.3125" x 4.75"



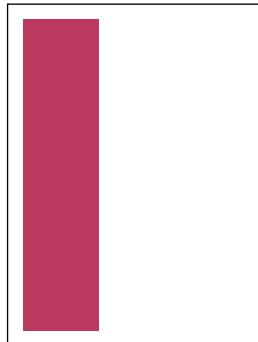
**1/4 PAGE**  
3.5" x 4.75"



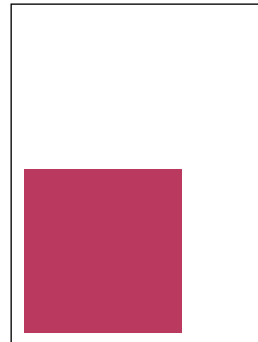
**FULL PAGE**  
7.3125" x 9.75"



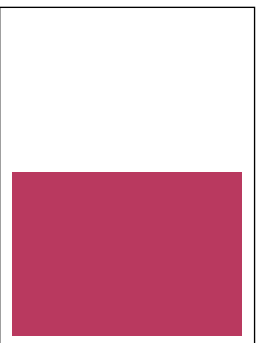
**FULL PAGE BLEED**  
8.5" x 11" (trim size)



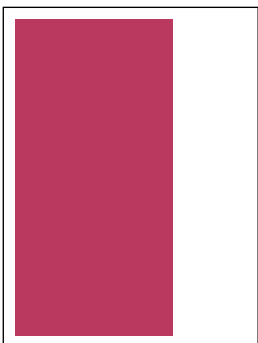
**1/3 PAGE VERTICAL**  
2.3125" x 9.75"



**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 [mary.craft@scbar.org](mailto:mary.craft@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 [mary.craft@scbar.org](mailto:mary.craft@scbar.org).



# CLOSING DATES

ISSUES	RESERVE AD SPACE BY	LAST DATE TO RECEIVE AD MATERIALS	PUBLICATION DATE
January	Nov. 30	December 4	January 1
March	Jan. 30	February 5	March 1
May	Mar. 30	April 5	May 1
July	May 30	June 7	July 1
September	July 30	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) 799-6653.

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.**