2027 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
WINTER	Jan 8	Jan 15	Febuary
SPRING	April 5	April 12	May
SUMMER	June 11	June 18	July
FALL	Sept 20	Sept 27	Late October

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) 576-3773.**

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) 576-3773**

EFFECTIVE JANUARY 2027 FOR ALL NEW CONTRACTS.



About the Publication

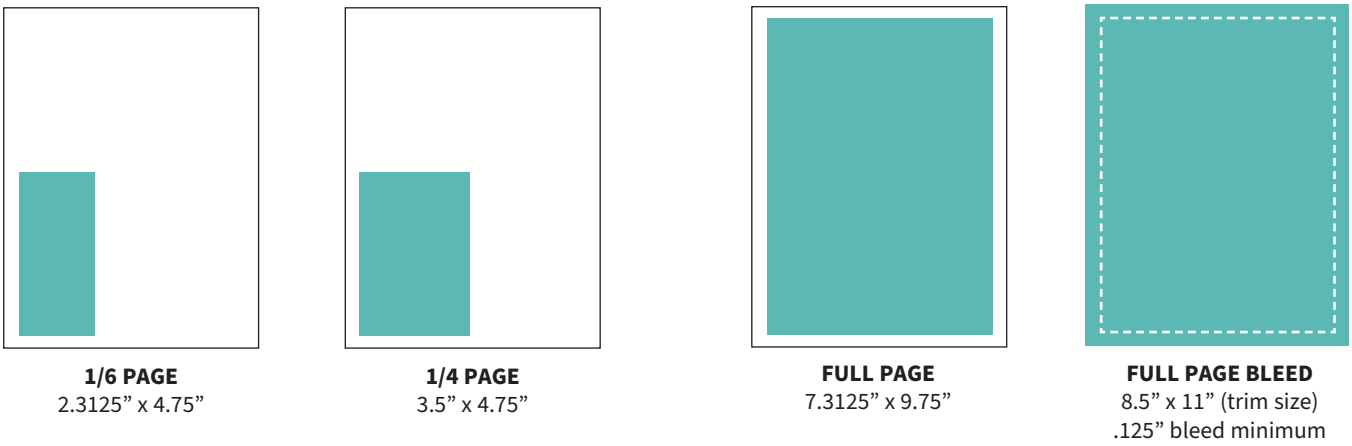
SC Lawyer is the flagship publication of the South Carolina Bar, the mandatory membership organization representing every licensed attorney in the state. *Published quarterly*, this trusted magazine delivers authoritative content to an audience of professionals that includes solo practitioners, firm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

SOUTH CAROLINA
Lawyer
DISPLAY 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)
.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"

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.

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SC LAWYER

Visit **scbar.org/SCLawyer** for more information.