



Georgia Bar Journal Rates & Information

The Official Magazine of the State Bar of Georgia

TO	ADVERTISER	ATTN	
Ph		Fax	
Dt		E-Mail	
FROM	Richard Burg	800.517.6484	fax 1.800.517.3758

Nationwide Focused Publications (NFP) is contracted by the State Bar of Georgia for the purpose of marketing advertisements. Jennifer Mason of the State Bar is NFP's liaison; she can be contacted at 404.527.8761 or jenniferm@gabar.org

WHY YOU SHOULD ADVERTISE...

Georgia Bar Journal
The only publication reaching all of Georgia's legal population and law schools
Circulation of over 33,000
Main marketing tool for the State Bar of Georgia's programs, services, meeting and special events
Official publication for announcing changes that affect the practice of law in Georgia
Published six times a year
16 editorial departments in each issue
Display and classified advertising available

Georgia Bar Journal
Reaches the 8th largest Bar in the country
9,830 out-of-state members
23% of Bar is under the age 36
34% of Bar is female
More than 20,756 members work in metro Atlanta area
Anticipated growth of 1,500 members per year
40% overall growth from 1996 to 2007

Georgia Lawyers Read, Study, Clip and File the Georgia Bar Journal

Advertisers are discovering a fact well known to Georgia Lawyers. If you have something to communicate to lawyers in the state, be sure that it is published in the Georgia Bar Journal. A survey among our readers concludes that circulation and readership are at an all-time high. The reason? The Georgia Bar Journal is edited for the changing legal profession. Editorial content is carefully balanced with hard news, scholarly legal articles, practical "how to" stories and historical recordings of significant State Bar of Georgia events. Most issues are permanently retained as authoritative reference material.

Your advertising dollars in the Georgia Bar Journal are an efficient advertising investment. Not only does your message have long life, but the cost per thousand is extremely low. Based on the full-page, one-time black and white rate of \$1,560, **your cost per reader is only approximately five cents!**

TO RESERVE SPACE PLEASE FILL OUT RATE & RESERVATION SCHEDULE AND SEND BACK TO:

Standard Display Ad Rates

	1X		3X		6X		12X	
	B & W	Color	B & W	Color	B & W	Color	B & W	Color
Full Page	\$1,638	\$2,621	\$1,496	\$2,393	\$1,389	\$2,223	\$1,245	\$1,992
2/3 Page	\$1,355	\$2,167	\$1,224	\$1,959	\$1,105	\$1,766	\$998	\$1,596
1/2 Page	\$1,069	\$1,709	\$984	\$1,574	\$890	\$1,425	\$819	\$1,311
1/3 Page	\$962	\$1,538	\$876	\$1,402	\$798	\$1,277	\$727	\$1,163
1/4 Page	\$856	\$1,369	\$784	\$1,256	\$712	\$1,139	\$643	\$1,027
1/6 Page	\$570	\$911	\$520	\$832	\$464	\$742	\$392	\$627
1/12 Page	\$356	\$570	\$329	\$525	\$286	\$458	\$256	\$410

Preferred Position Rates (Full-Page Only)

	1X		3X		6X		12X	
	B & W	Color	B & W	Color	B & W	Color	B & W	Color
Inside Front	\$2,778	\$4,446	\$2,528	\$4,046	\$2,315	\$3,704	\$2,102	\$3,362
First Page	\$2,494	\$3,991	\$2,280	\$3,648	\$2,065	\$3,305	\$1,888	\$3,021
Opp. Tbl of Con	\$2,386	\$3,817	\$2,174	\$3,479	\$1,981	\$3,170	\$1,815	\$2,905
Opp. Pres Page	\$2,137	\$3,419	\$1,946	\$3,113	\$1,782	\$2,852	\$1,625	\$2,600
Inside Back Cov	\$2,778	\$4,446	\$2,528	\$4,046	\$2,315	\$3,704	\$2,101	\$3,362
Back Cover	n/a	\$6,726	n/a	\$6,155	n/a	\$5,586	n/a	\$5,072

Space Reservation

Size	Issues	Preferred Positions	Total
<input type="checkbox"/> Full Page	<input type="checkbox"/> 1	<input type="checkbox"/> Inside Front Cover	
<input type="checkbox"/> 2/3 Page	<input type="checkbox"/> 3	<input type="checkbox"/> First Page	
<input type="checkbox"/> 1/2 Page	<input type="checkbox"/> 4	<input type="checkbox"/> Opposite Contents	
<input type="checkbox"/> 1/3 Page	<input type="checkbox"/> 12	<input type="checkbox"/> Opposite Pres' Page	
<input type="checkbox"/> 1/4 Page	Color	<input type="checkbox"/> Inside Back Cover	
<input type="checkbox"/> 1/6 Page	<input type="checkbox"/> Yes	<input type="checkbox"/> Back Cover	
<input type="checkbox"/> 1/12 Page	<input type="checkbox"/> No		

Billing Information

Company Name		
Street Address		
City State Zip		
Contact Name	Phone	Fax
Authorized Signature		

Payment Information

<input type="checkbox"/> Check	<input type="checkbox"/> Visa	<input type="checkbox"/> AmEx
	<input type="checkbox"/> MasterC	<input type="checkbox"/> Discover
Card #	_____	
Exp:	_____	
Name:	_____	
Address (if Different)	_____	
Authorized Signature		

Please fax form to
1.800.517.3758
 Upon Completion

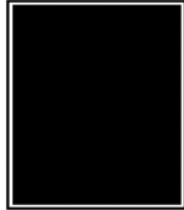
Current Deadline

Make all checks payable to NFP.
 621 Mt. Newcastle, St. Petersburg,
 FL 33702

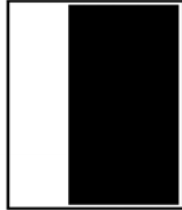
Please send ad copy to ads@nfpub.com. .pdf or .tif requested.

ad SIZE requirements

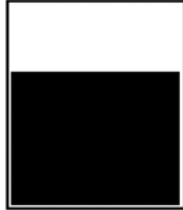
ART SUBMISSION & PRINTING SPECIFICATIONS:



FULL PAGE
7.125" x 9.875"



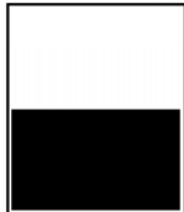
TWO-THIRDS PAGE (vertical)
4.75" x 9.875"



TWO-THIRDS PAGE (horizontal)
7.125" x 6.5"



ONE-HALF PAGE (vertical)
3.5" x 9.875"



ONE-HALF PAGE (horizontal)
7.125" x 4.875"



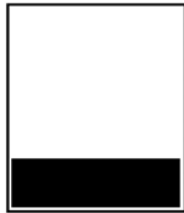
ONE-THIRD PAGE (vertical)
2.375" x 9.875"



ONE-THIRD PAGE (horizontal)
7.125" x 3.25"



ONE-FOURTH PAGE (vertical)
3.5" x 4.875"



ONE-FOURTH PAGE (horizontal)
7.125" x 2.375"



ONE-SIXTH PAGE (vertical)
2.375" x 4.75"



ONE-SIXTH PAGE (horizontal)
4.75" x 2.375"



ONE-TWELFTH PAGE
2.25" x 2.375"

Printing: Direct to plate
Binding: Perfect
Page size: 8.375" x 10.875"
Image area: 7.125" x 9.875"
Bleed size: 8.5" x 11.375"

Column widths:
3.5" in two-column format;
2.375" in three-column format

Double page spread:
Non-bleed, 14.25" x 9.875";
Bleed, 17" x 11.375"

Post cards and inserts:
Must have 3" flap. Flap must be scored and perforated and folded on top of copy.

Submitting Ad:
All artwork must be submitted electronically. Preferred format for artwork being submitted is a high-res PDF file. If a .pdf is provided, all fonts and art must be embedded. Other acceptable formats include .tif or .eps with a resolution of 300 dpi or better. All ads must be CMYK or grayscale. RGB is not acceptable. Send ad files to ads@nfpub.com

Copy regulations:
The subject matter, form, size, wording, illustrations and typography of all advertising is subject to the approval of the publisher.

Cancellations:
Cancellations or corrections on all display ads must be made in writing and if necessary, a new ad must be submitted no later than 10 working days after the materials deadline. If the cancellation is made after the 10-day period, the advertiser may be subjected to a cancellation penalty.

deadlines

Issue Desired	Ad Copy & Payment
February	12/30/2010
April	2/28/2011
June	4/30/2011
August	6/30/2011
October	8/30/2011
December	10/29/2011

Deadlines below apply to Display Advertising. The Georgia Bar Journal is published SIX times per year. Cancellations or corrections must be made in writing no later than 10 (TEN) working days prior to the published deadlines. Cancellations made after the 10 day period may be subject to cancellation penalties.