

## ***Rhode Island Bar Journal***

### 2019-20 ADVERTISING RATES, REQUIREMENTS & RESERVATION CONTRACT

Thank you for your interest in the Rhode Island Bar Association's *Rhode Island Bar Journal*. Advertising in the *Bar Journal* is an economical and effective means to communicate with the Rhode Island legal community. The Rhode Island Bar Association is a unified bar. All lawyers who are admitted to practice in the state are members of the Bar Association, as are all Rhode Island sitting judges, and all receive the *Rhode Island Bar Journal*. The *Bar Journal* is also mailed to individuals and organizations purchasing a subscription, constituting a total audience of well over 6,400 individuals. Annual subscriptions are \$50. The *Rhode Island Bar Journal* is published bi-monthly, six times annually. Including thoughtful and thought-provoking articles, detailing law-related events, programs and meetings, and featuring advertisements for products and services of interest to Bar members, the *Rhode Island Bar Journal* is read on arrival and kept for future reference.

**PLEASE NOTE:** Every issue of the *Journal* is posted online at the Bar's website at [ribar.com](http://ribar.com) and may be accessed, at no charge, in a downloadable PDF format, by anyone visiting the Bar's website. This significantly increases readership and advertising viewing among those who do not subscribe to the *Journal*.

### ISSUES & ADVERTISING CONTRACT AND MATERIALS DEADLINES

<u>Issue</u>	<u>Contract Deadline</u>	<u>Materials Deadline</u>
July/August	May 15	May 25
September/October	July 15	July 25
November/December	September 15	September 25
January/February	November 15	November 25
March/April	January 15	January 25
May/June	March 15	March 25

### ADVERTISING SIZES AND RATES

The *Rhode Island Bar Journal* is a 8.5" x 11" vertical layout publication, printed on an offset press on coated, matte finish, 70 pound stock. Only the front and back covers are four-color, the inside back cover may be printed in four-color upon request, all other pages are black & white.

<u>Size</u>	<u>Cost Per Insertion</u>	<u>Size</u>	<u>Cost Per Insertion</u>
Back Cover (BC) (4-color) 7.5" x 10" no bleed 8.75" x 11.25" (includes 1/8" bleed)	\$1,250	1/2 Vertical 3.667" wide x 9.944" tall	\$450
Inside Back Cover (IBC) (4-color) 7.5" x 10" no bleed 8.75" x 11.25" (includes 1/8" bleed)	\$1,050	1/3 Vertical 3.667" wide x 7.417" tall	\$350
Full Page (FP) (black & white) 7.5" x 10" no bleed 8.75" x 11.25" (includes 1/8" bleed)	\$825	1/4 Page 3.667" wide x 4.889" tall	\$250
		1/8 Page Horizontal 3.667" wide x 2.361" tall	\$125

## ADVERTISING SPACE RESERVATIONS & MATERIALS

- 1) Advertising Reservation Contracts (see final page) must be completed no later than the 15th of two months prior to the publication date.
- 2) All reservations must be made in writing clearly indicating:
  - a) Advertiser's company name, product/service advertised, and advertiser's billing address.
  - b) Advertiser's contact name, telephone number, and email address.
  - c) Desired issue date(s), ad size and frequency of ad appearance.
- 3) Advertising reservations are submitted via postal mail or email.

postal mail: Kathleen M. Bridge, Managing Editor  
Rhode Island Bar Journal - Advertising  
41 Sharpe Drive, Cranston, RI 02920

email: kbridge@ribar.com

telephone: 401-421-5740

## PAYMENTS & MULTIPLE RATE DISCOUNTS

Prepayment is required for the first insertion of any new advertiser within a volume year. Rhode Island Bar Association members may be billed upon request.

Rates are for camera-ready advertising only. Any work requiring typesetting and layout may be billed to the advertiser and must be paid before the issue runs. There is no charge for lawyers or law firms for composition of copy and materials provided for law office announcement ads up to ¼ page.

Advertisements are net and not subject to agency commissions.

Members of the Rhode Island Bar Association are entitled to a members' advertising rate.

Any advertiser placing five or more insertions within a 12-month period receives a 20% discount on those insertions. This discount is only available to advertisers who contract for a minimum of five issues, in writing, prior to ad publication and provide camera-ready advertisements. Any advertiser cancellations prior to the publication of all five ads will be billed, at the pre-discount rate, for all published advertisements.

Publisher reserves the right to cancel or reschedule any advertising when payments for previous advertising are more than 60 days overdue.

Publisher reserves the right to raise rates on 60 days written notice.

## ADVERTISING FORMAT REQUIREMENTS

All advertising materials must be received by the 25th of two months prior to the issue publication.

Bleed full page is 8.75" x 11.25" (includes 1/8" bleed). Please keep all type within ¼" of final page size. Trimmed full page is 8.5" x 11". The linescreen is 175.

Digital specifications: Quark 5.0 or later, Illustrator 9 or later, Photoshop 6 or later with accompanying typeface fonts. High-resolution pdfs are preferred, and images are requested in 350 dpi.

Camera-ready ads in a PDF format and type ads with photographs allowing scanning are acceptable.

Any type-only ads requiring layout from Word documents without illustrations, graphics or photographs are handled on a case-by-case basis and may incur a charge.

Ads are not returned to advertisers for review prior to publication.

## ADVERTISING POLICY

All *Rhode Island Bar Journal* advertising is subject to publisher approval. The *Bar Journal* reserves the right to reject any advertising at any time when it falls outside the *Bar Journal*'s standards. The publisher cannot assume liability for advertising content. The following is a non-exclusive list of advertising the publisher does not consider acceptable.

- subject matter, content, material, or design that could jeopardize the publication's mailing status. The publisher reserves the right to obtain U.S. Postal Service clearance;
- contests, lotteries, or the offering of prizes based on chance unless cleared by the U.S. Postal Service;
- alcoholic beverage or tobacco products;
- by, or on behalf of, political candidates at any level;
- illegal products or services or whose movement in interstate commerce is illegal;
- advertisements that violate, or may enable another to violate, the Rhode Island Rules of Professional Conduct or the Rhode Island Code of Judicial Conduct;
- subject matter or content that may imply Rhode Island Bar Association endorsement, recommendation, support, or approval unless prior endorsement, recommendation, support, or approval has been awarded by the Bar Association.

