



Memphis Lawyer

the magazine of the memphis bar association

2009 Advertising Rate Sheet

Display Rates

<u>Size</u>	<u>1x</u>	<u>3x</u>	<u>6x</u>
1/8 page	\$110.00	\$104.50	\$94.05
1/4 page	\$165.00	\$156.75	\$141.08
1/3 page	\$220.00	\$209.00	\$188.10
1/2 page	\$302.50	\$287.38	\$258.64
Full page	\$440.00	\$418	\$376.20
Front inside cover	\$522.50	\$496.38	\$446.74
Back cover	\$522.50	\$496.38	\$446.74

Mechanical Specifications (Display)

Sizes

1/8 page.....	3.5 in.(width) x 2.5 in. (height)
1/4 page.....	3.5 in.(width) x 4.75 in. (height)
1/3 page.....	7.5 in.(width) x 3.25 in. (height)
1/2 page.....	7.5 in.(width) x 4.75 in. (height)
	<i>or</i> 3.5 in.(width) x 10.0 in. (height)
Full page, FIC, BIC, BC	7.5 in.(width) x 10.0 in. (height)

Classified Rates

MBA member.....	10-20 words; \$15.00
	21-40 words; \$20.00
	41-60 words; \$25.00
	61-80 words; \$30.00
	81-100 words; \$35.00
MBA non-member	10-20 words; \$25.00
	21-40 words; \$35.00
	41-60 words; \$45.00
	61-80 words; \$55.00
	81-100 words; \$65.00

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Publication Dates & Deadlines

<u>Issue</u>	<u>Space reservation deadline</u>	<u>Artwork deadline</u>
January/February	December 1	December 15
March/April	February 1	February 15
May/June	April 1	April 15
July/August	June 1	June 15
September/October	August 1	August 15
November/December	October 1	October 15

Artwork

- Camera-ready artwork must be supplied at exact size or correct proportions.
- Electronic files are accepted under the following guidelines:
 - All files must be high resolution (300 dpi or higher)
 - Accepted file formats include: TIFF, JPG, PDF (with fonts embedded)
 - Accepted media: CD-rom or e-mail
 - All artwork should be grayscale unless otherwise approved by MBA

Editorial Calendar

Contact the Memphis Bar Association for editorial content for each issue.

Submitting Material

Mail: Memphis Bar Association
Attn: Dottie B. McCallen
80 Monroe Avenue, Suite 220
Memphis, TN 38103

E-mail: dmccallen@memphisbar.org

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About the Memphis Bar Association

In existence since 1874, the Memphis Bar Association is a voluntary association of attorneys and judges whose purposes are to:

- Uphold high standards of integrity and honor in the legal profession
- Encourage and assist lawyers in maintaining and improving their competence so they can better serve their clients and the public
- Assist in making legal services available to all in the community who need such services
- Aid and educate the public with reference to the law and the administration of justice
- Exert the Association's influence in connection with issues involving the profession of law and the administration of justice to the end that it will enhance the quality of life in the community
- Cultivate a spirit of good fellowship among members of the legal profession

The Memphis Bar Association provides you:

- **A market that is well-represented.** The Memphis Bar Association currently has a market penetration of 64% and retention rate of 94%.
 - **A market that covers Memphis and Shelby County.** Most of the member (56%) work Downtown, while another 32% are in the Eastern part of Memphis and Shelby County.
 - **A market that is diverse.** The MBA reaches lawyers early in their practice and those well established. The majority of members are between 37 and 50 years old (50%) followed by 36 years old or younger (37%). Most MBA members are in private practice (81%) followed by corporate (11%) and government (8%) attorneys. Firms with 10 or fewer employees make up 57% of the memberships followed by 11 to 25 members (21%) and 26 or more employees (22%).
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Memphis Bar Association, Inc.

Memphis Lawyer Magazine 2009 Advertising Order and Agreement

Date: _____

The Memphis Bar Association MEMPHIS LAWYER is authorized and engaged to publish advertising according to the following terms and conditions:

Name of advertiser: _____

Address of advertiser: _____

Billing address: _____

Telephone: _____ Contact: _____

Insertion issue(s)/Art Deadlines:

- | | | |
|---|---|---|
| <input type="checkbox"/> Jan/Feb (Due: Dec. 15) | <input type="checkbox"/> March/April (Due: Feb. 15) | <input type="checkbox"/> May/June (Due: April 15) |
| <input type="checkbox"/> July/August (Due: June 15) | <input type="checkbox"/> Sept/Oct (Due: Aug. 15) | <input type="checkbox"/> Nov/Dec (Due: Oct. 15) |

Type of advertisement:

Display (camera ready artwork or electronic file required)

- | | |
|--|---|
| <input type="checkbox"/> 1/8 page (1x: \$110.00/3x: \$104.50/6x: \$94.05) | <input type="checkbox"/> 1/2 page (1x: \$302.50/3x: \$287.38/6x: \$258.64) |
| <input type="checkbox"/> 1/4 page (1x: \$165.00/3x: \$156.75/6x: \$141.08) | <input type="checkbox"/> Full page (1x: \$440.00/3x: \$418.00/6x: \$376.20) |
| <input type="checkbox"/> 1/3 page (1x: \$220.00/3x: \$209.00/6x: \$188.10) | |
| <input type="checkbox"/> Front Inside Cover (1x: \$522.50/3x: \$496.38/6x: \$446.74) | |
| <input type="checkbox"/> Back Inside Cover (1x: \$522.50/3x: \$496.38/6x: \$446.74) | |
| <input type="checkbox"/> Back Cover (1x: \$522.50/3x: \$496.38/6x: \$446.74) | |

Classified (include copy):

Classified ads may be pre-paid, preferably by credit card. If you know the duration of time that you would like to run your ad and would like to pay in advance, please contact Dottie McCallen, (901) 527-3573.

Member

- 10-20 words; \$15.00
- 21-40 words; \$20.00
- 41-60 words; \$25.00
- 61-80 words; \$30.00
- 81-100 words; \$35.00

Non-Member

- 10-20 words; \$25.00
- 21-40 words; \$35.00
- 41-60 words; \$45.00
- 61-80 words; \$55.00
- 81-100 words; \$65.00

Artwork:

- Camera-ready artwork must be supplied at exact size or correct proportions.
- Electronic files are accepted under the following guidelines:
 - All files must be high resolution (300 dpi or higher)
 - Accepted file formats include: TIFF, JPG, PDF (with fonts embedded)
 - Accepted media: 3.5 floppy disk, CD-Rom or e-mail
 - All artwork should be grayscale unless otherwise approved by MBA

Submit Material To:

Memphis Bar Association
ATTN: Dottie McCallen
80 Monroe Avenue,
Suite 220
Memphis, TN 38103
dmccallen@memphisbar.org

Advertiser Signature _____

Date _____



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Payment: All invoices are due and payable upon receipt. Any account outstanding 60 days from billing date may result in interruption of scheduled advertising. Payment in advance may be requested of first-time advertisers. All advertisements are published for the benefit of the agency and the advertiser and each of them is jointly and severally liable for all charges.

The Memphis Bar Association MEMPHIS LAWYER ('Publisher') shall publish the advertising copy in the number of next succeeding issue(s) of the MEMPHIS LAWYER contracted for following the commencement date, provided that if this contract and ad copy are received after the publication deadline for the next succeeding issue, publication shall commence with the first issue following such next succeeding issue.

Positioning of all advertising shall be at the discretion of Publisher, which shall give preference in positioning to larger advertisements purchased on extended contracts. Publisher is not responsible for reproduction or positioning if material is received after closing date.

This order and agreement shall not be canceled by Advertiser. Advertiser reserves the right to substitute other suitable advertising copy for that furnished, provided that such substitution is made prior to the publication deadline for the next following issue in which the advertising is to appear.

Publisher reserves the right to reject advertising which it feels is not in keeping with Publisher's standards and the character of its publication. Quality of reproduction is contingent on quality of materials furnished.

All advertising contracted for shall appear in grayscale (black and white) unless otherwise approved by the Memphis Bar Association.

In the event Publisher is unable for any reason to publish the advertising purchased by Advertiser according to this order and agreement, Publisher shall refund the amount paid for space in the issue(s) in which such advertising was contracted for, but did not appear, or shall at Advertiser's option publish the advertising in its next succeeding issue. Typographical or other substantial errors in publication shall be corrected by publishing a corrected advertisement in an additional issue without charge and shall not constitute grounds for a refund.

Advertising rates are subject to change. Publisher will notify contract advertisers 30 days prior to rate change, at which time advertiser may either accept new rate for the remainder of contract term or cancel.

It is mutually understood and agreed that the Memphis Bar Association MEMPHIS LAWYER is a bi-monthly publication of the Memphis Bar Association with a circulation of approximately 2,200 to Memphis Bar Association members.