

# Journal of The Missouri Bar - 2010

- The **Journal of The Missouri Bar** is the official publication of The Missouri Bar.
- The **Journal of The Missouri Bar** is published bi-monthly and designed expressly for the over 29,000 members of The Missouri Bar. All attorneys who want to practice law in Missouri must be members in good standing of The Missouri Bar.
- The **Journal of The Missouri Bar** will convey your advertising message to every lawyer, judge and law school in Missouri, in addition to subscribers.
- The **Journal of The Missouri Bar** invites editorial submissions but immediately owns and maintains the right to publish, reject or edit any material.

## GENERAL ADVERTISING INFORMATION

- Frequency discount rates for display advertisers are earned only within a one-year contract period. *No rateholders are accepted.*
- The publisher may reject or cancel any advertising at any time.
- Commission – 15% to recognized agencies if paid by *space reservation date*. **All ads, both display and classified, must be prepaid.**
- Classified advertising rates and reservations are available by calling 573-638-2229.
- If display advertiser varies from contracted frequency, with either an increased or decreased schedule, they will be billed at the actual earned rate as indicated on the rate card.

## ISSUE & CLOSING DATES

<b>Issues 2010</b>	<b>Space Reservation &amp; Closing Dates</b>	<b>Last Date to Receive Ad Materials</b>	<b>Publication Date</b>
Jan/Feb	December 14	December 23	February 11
Mar/Apr	February 12	February 26	April 9
May/June	April 13	April 27	June 11
July/Aug	June 15	June 25	August 11
Sept/Oct	August 3	August 17	October 11
Nov/Dec	October 13	October 22	December 10

## CANCELLATIONS

- All cancellations must be in writing and received by closing date.
- No cancellations can be accepted after closing date
- Contracts for covers are non-cancelable for period contracted.

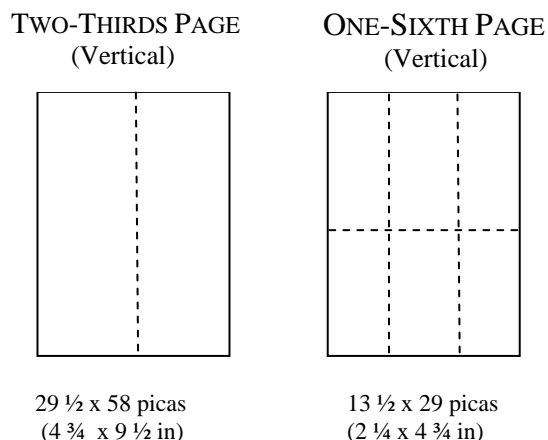
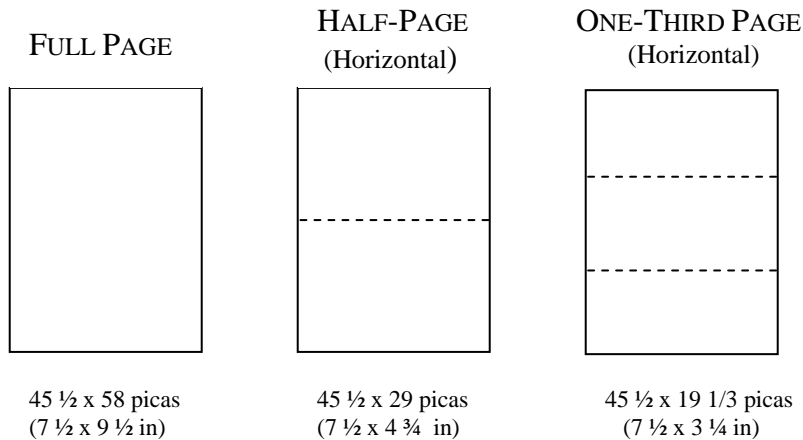
## IMPORTANT INFORMATION

- If new material is not received by deadline, the publisher will use/repeat existing material on hand.

- Film positives/film will be stored by the publisher for 12 months and then destroyed unless otherwise advised by the advertiser or agency.
- The publisher reserves the right to add the words “Paid Advertisement” immediately adjacent to any advertisement designed to appear as, or reasonably mistaken for, editorial content.
- The publisher reserves the right to reject advertising that is libelous, obscene or objectionable.

## MECHANICAL REQUIREMENTS

- The *Journal of The Missouri Bar* is a 54+ page magazine plus cover, 8 ½ " x 11", printed offset, sheet fed on 60 lb. offset (inside) and 80 lb. matte (cover), saddle-stitched.
- Submit camera-ready ads on matte finish, 100-120 line or composite film for B & W. All negs should be 133 line screen, emulsion down. If you wish to submit electronically, use IBM/PC compatible tiff, eps, jpg, pcx or pdf.
- The *Journal of The Missouri Bar* is not responsible for reproduction of ads that are enlarged or reduced or camera-ready copy that is below standards.
- All advertising material must be submitted camera-ready on or before the due date. Failure to meet guidelines will result in cancellation.



# 2010 ADVERTISING RATES

## FOR

# THE JOURNAL OF THE MISSOURI BAR

### DISPLAY ADVERTISING \*

	<b>One Time</b>	<b>Three Times</b>	<b>Six Times</b>
Full Page	\$1147	\$948	\$830
Two-Thirds Page	\$1003	\$803	\$685
Half Page	\$ 853	\$653	\$536
One-Third Page	\$ 447	\$379	\$325
One-Sixth Page	\$ 302	\$256	\$216

### **PREFERRED POSITIONS**

(Sold for Multiple Insertions only)

	<b>Second or Third Cover*</b>	<b>Fourth Cover* (Half Page)</b>
Three Times	\$1223	\$722
Six Times	\$1001	\$599

**Specified Position** – earned rate plus 20%.

\*A second color (blue) is available at a cost equal to earned rate plus 33%

### CLASSIFIED ADVERTISING & CORPORATE DISSOLUTIONS

Missouri Bar Members	\$1.00 per word (Minimum \$26)
Non-Members	\$1.75 per word (Minimum \$50)

Any element surrounded by spaces is a word. Any word commonly found in the dictionary counts as one word, as do abbreviations, phone numbers, portions of an address, e-mail addresses, Web sites and URLs. There is no charge for punctuation. Deadline for submissions is the 1<sup>st</sup> of the month prior to the month of publication.

**Payment must accompany order.** *Abbrev. Count as 1 word. (example: &, #, MO, KC)*

No sales tax is charged. No cash discount is allowed. No frequency discounts are given.

**Cancellation Policy:** If pulling a display or classified ad from publication, **two months** advance, written notification is required. **No cancellations accepted over the phone.**

**Discounts: Agency** – 15% to recognized agencies if paid *by space reservation date.*