

Fall 2011 Advertising Specifications	CMYK   Annual Contract	CMYK   Rate Per Issue	B&W   Annual Contract	B&W   Rate Per Issue
 <p><b>Full Page with Bleed</b> 8.5"x11" with 1/8" bleeds on all sides (8.75"x11.25")</p>	Standard Placement <b>\$5720</b>	Standard Placement <b>\$1550</b>	Standard Placement <b>\$4590</b>	Standard Placement <b>\$1350</b>
	Special Placement <b>\$6864</b>	Special Placement <b>\$1860</b>	Special Placement <b>\$5508</b>	Special Placement <b>\$1620</b>
  <p><b>3/4 Page Inside (Standard Placement)</b> 7.5" x 7.25"</p> <p><b>3/4 Page Back Cover (Special Placement)</b> 8.5"x8.25" with 1/8" bleeds on all sides (8.75"x8.5")</p>	Standard Placement <b>\$4420</b>	Standard Placement <b>\$1300</b>	Standard Placement <b>\$3740</b>	Standard Placement <b>\$1100</b>
	Special Placement <b>\$5304</b>	Special Placement <b>\$1560</b>	Special Placement <b>\$4488</b>	Special Placement <b>\$1320</b>
  <p><b>1/2 Page Horizontal</b> 7.5" x 4.75"</p> <p><b>1/2 Page Vertical</b> 9.5" x 3.75"</p>	Standard Placement <b>\$3400</b>	Standard Placement <b>\$1000</b>	Standard Placement <b>\$2720</b>	Standard Placement <b>\$800</b>
	Special Placement <b>\$4080</b>	Special Placement <b>\$1200</b>	Special Placement <b>\$3264</b>	Special Placement <b>\$960</b>
 <p><b>1/4 Page Vertical*</b> 3.75" x 4.75" <i>*No horizontal option</i></p>	Standard Placement <b>\$2100</b>	Standard Placement <b>\$650</b>	Standard Placement <b>\$1530</b>	Standard Placement <b>\$450</b>
 <p><b>1/8 Page Horizontal*</b> 3.75" x 2.375" <i>*No vertical option</i></p> <p><i>*Please note that drawings may not be exactly to scale</i></p>	Standard Placement <b>\$1496</b>	Standard Placement <b>\$440</b>	Standard Placement <b>\$816</b>	Standard Placement <b>\$240</b>

### File Specifications

North Carolina Lawyer magazine is designed using Adobe CS5 applications on a PC platform. When submitting advertisements, please note the acceptable file types (in order of preference):

- Adobe InDesign, Illustrator or PhotoShop (native) files (file extensions .indd, .ai and .psd)  
*Please ask your designer to convert all text to outlines and include all applicable links in a ZIP file.*
- EPS Files (file extension .eps)
- Adobe PDF files (file extension .pdf)
- TIFF files (file extension .tif)

Please note that the NCBA and North Carolina Lawyer magazine are not responsible or liable for advertisements that do not display as desired as a result of failure to meet the above specifications.

### Special Placement

Special placement is available (pending availability) for ads 1/2 page or larger for an additional fee of 20%. If you would like to place an insert, call for details and cost.

### Payment for Advertising

Payment for advertisements must be received in advance of copy closing date. The North Carolina Bar Association offers no commission on contracts. Discounts are available only for a full year, published quarterly, paid in advance, per annual contract. Rates listed to the left. Please make checks payable to the North Carolina Bar Association. Please call for more details.

### Design Services

The Communications Department of the North Carolina Bar Association is willing and able to design advertising for your organization for a fee of \$60 per hour, in addition to the cost of placing the advertisement. Please call for details.