

DISPLAY ADVERTISING RATES

THE ALABAMA LAWYER

4-COLOR AD	1X	2X*	4X*
FULL PAGE	\$2134	\$2078	\$2034
HALF PAGE	\$1615	\$1584	\$1862
THIRD PAGE	\$1431	\$1412	\$1389
FOURTH PAGE	\$1332	\$1316	\$1299
SIXTH PAGE	\$1228	\$1218	\$1207
BUSINESS CARD	\$1173	\$1164	\$1159

*AGENCY DISCOUNT HONORED

PREFERRED PAGES	4X ONLY
INSIDE FRONT COVER (2ND COVER)	\$2339
FIRST RIGHT PAGE (OPPOSITE SECOND COVER)	\$2175
INSIDE BACK PAGE (3RD COVER)	\$2175
BACK COVER**	\$2689

**SEE SPECIAL SIZE FOR BACK COVER

DISCOUNTS: Advertising agencies are granted a 15 percent discount on space charges for display ads. To be eligible for the frequency discount, advertising must be inserted within one year of the first insertion. Unless an ad contract is signed before insertion, the advertiser will be charged the regular rate.

BILLING: All display ads must be pre-paid; no credit will be extended. We accept checks, Visa and Mastercard. Advertisers may request a copy to be sent after publication.

SUBSCRIPTIONS: Non-member cost is \$30 per year (\$35 for subscriptions outside of the U.S.).

OTHER PUBLICATIONS: The Alabama State Bar also sends a weekly e-newsletter, *The Sidebar*. For information on advertising in *The Sidebar*, please contact Director of Communications, Melissa Warnke (melissa.warnke@alabar.org).

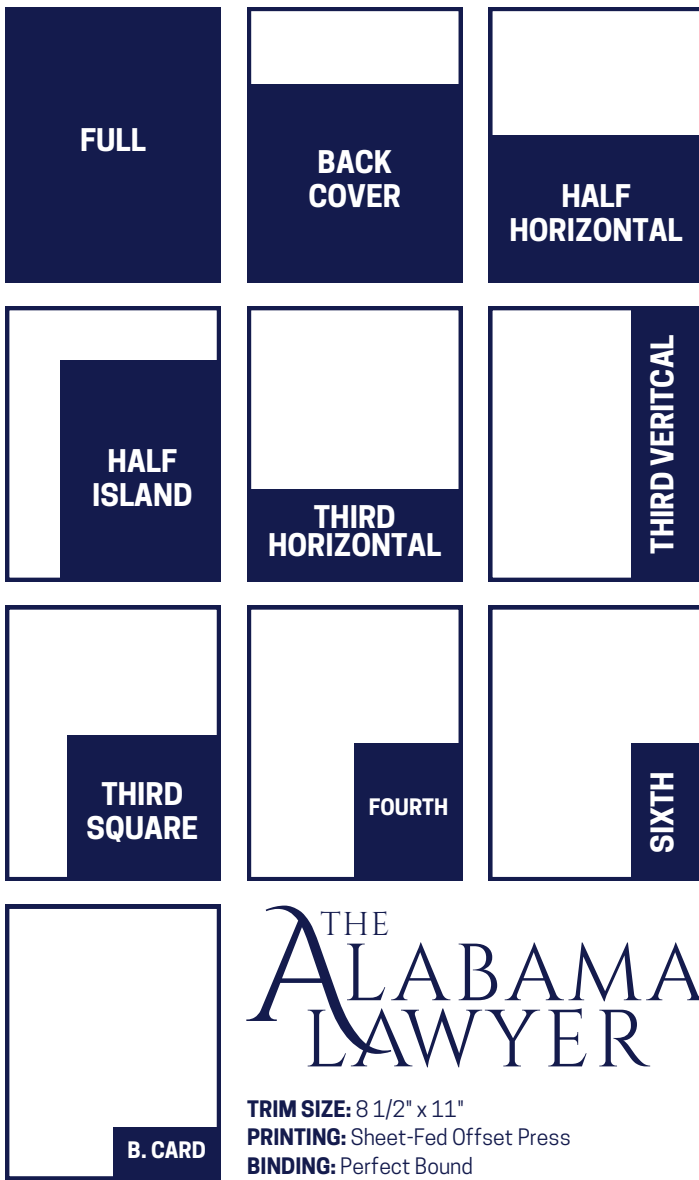
FORMAT: *The Alabama Lawyer* publishes a winter, spring, summer, and fall issue each year. The Lawyer is an 8 1/2" x 11" magazine, approximately 84 pages per issue, printed on 70 lb. enamel paper with 80 lb. enamel cover.

- New ad material may be submitted for ads contracted for the 2x or 4x frequencies.
- Preferred pages are available on a first-come, first-served basis.
- For other specified positions, add \$25 to applicable rate.

CIRCULATION: This publication reached approximately 20,300 members of the Alabama State Bar and judiciary, along with out-of-state subscribers, in print, digital, or combined formats.

CLASSIFIED ADVERTISING RATES: For complete information, visit www.alabar.org/news/classifieds

Updated January 2025



MECHANICAL SPECIFICATIONS:

- All ad material should be submitted in digital format.
- **PDF files are preferred.** Include bleed and trim marks if full page bleed ad. Use “Press Quality” when creating PDF. Photos used in the layout should be 300 dpi at the actual size and CMYK format.
- Native application files in QuarkXpress 9.3 or earlier are accepted. Make sure all fonts and support documents are included.
- EPS files are also acceptable- **avoid using compression such as JPEG. Resolution requirements are 300 dpi at 100 percent.**
- Files furnished in unapproved software (including word processing software such as Microsoft Word) cannot be accepted.
- Filed must be in CMYK for 4-color ads. **No RGB files.**
- Ads should be furnished in final form. Any extensive artwork changes or design work is subject to additional charges.
- A laser proof or digital proof is recommended so that output may be checked.
- Please include a contact name and phone number in case of problems or questions.

PUBLISHER: *The Alabama Lawyer* is the official publication of the Alabama State Bar. For all advertising and editorial inquiries, contact Melissa Warnke at melissa.warnke@alabar.org.

CLOSING DATES: Advertising space reservations are accepted through the dates below. Mechanicals are due according to the following schedule and deadlines are absolute.

MATERIALS AND PAYMENT DUE DATES:

- Winter Issue: December 15**
- Spring Issue: March 15**
- Summer Issue: June 15**
- Fall Issue: September 15**

COPY ACCEPTANCE: The publisher reserves the right to reject any advertising considered objectionable in appearance or content. Advertising copy which does not comply with industry standards in design and type reproduction will be rejected.

SIZE	WIDTH	HEIGHT
FULL PAGE (BLEED)*	8.75"	11.25"
FULL PAGE (NO BLEED)	7.5"	10"
BACK COVER (BLEED) *	8.75"	8"
BACK COVER (NO BLEED)	7.5"	7.25"
HALF PAGE (HORIZONTAL)	7.5"	5"
HALF PAGE (ISLAND)	4.917"	7.5"
THIRD PAGE (HORIZONTAL)	7.5"	3.333"
THIRD PAGE (VERTICAL)	2.333"	10"
THIRD PAGE (SQUARE)	4.917"	5"
FOURTH PAGE	3.617"	5"
SIXTH PAGE	2.333"	5"
BUSINESS CARD	3.5"	2"

**Includes 0.125" bleed all around. Please keep all critical matter at least 0.5" within trim.*

THE ALABAMA LAWYER

DISPLAY ADVERTISING RATES

4-COLOR AD	1X		2X		4X
FULL PAGE	\$2134	<input type="checkbox"/>	\$2078	<input type="checkbox"/>	\$2034 <input type="checkbox"/>
HALF PAGE	\$1615	<input type="checkbox"/>	\$1584	<input type="checkbox"/>	\$1862 <input type="checkbox"/>
THIRD PAGE	\$1431	<input type="checkbox"/>	\$1412	<input type="checkbox"/>	\$1389 <input type="checkbox"/>
FOURTH PAGE	\$1332	<input type="checkbox"/>	\$1316	<input type="checkbox"/>	\$1299 <input type="checkbox"/>
SIXTH PAGE	\$1228	<input type="checkbox"/>	\$1218	<input type="checkbox"/>	\$1207 <input type="checkbox"/>
BUSINESS CARD	\$1173	<input type="checkbox"/>	\$1164	<input type="checkbox"/>	\$1159 <input type="checkbox"/>

PREFERRED PAGES

4X ONLY

INSIDE FRONT COVER (2ND COVER)	\$2339	<input type="checkbox"/>
FIRST RIGHT PAGE (OPPOSITE 2ND COVER)	\$2175	<input type="checkbox"/>
INSIDE BACK PAGE (3RD COVER)	\$2175	<input type="checkbox"/>
BACK COVER	\$2689	<input type="checkbox"/>

BILLING: All display ads must be pre-paid; no credit will be extended.

OTHER PUBLICATIONS: The Alabama State Bar also sends a weekly e-newsletter, *The Sidebar*. For information on advertising in *The Sidebar*, please contact Director of Communications, Melissa Warnke (melissa.warnke@alabar.org).

Please **[click here](#)** to review information about specs, format, circulation, and sizes. Ads that do not follow the printed specifications will not be accepted.