



ATB Advertising Rate Card

DISPLAY ADVERTISING:

AD SIZE	B&W	CMYK	DIMENSIONS
Full page	\$756	\$808	7.25" w x 10" h (Bleed: 8.6" w x 11.2)
2/3 page	\$525	\$577	4.5" w x 10" h
junior page	\$367	\$420	4.5" w x 7" h
1/2 page	\$378	\$430	7.25" w x 5" h
1/3 page	\$262	\$315	2" w x 10" h (or 4.5" w x 5" h)
1/6 page	\$150	\$200	2" w x 5" h (or vice versa)

PREFERENCE PAGES:

Back cover: \$913 in black ink; \$966 in full-color (8.5" w x 8.5" h)
 Inside front cover: \$870 in black ink; \$925 in full-color
 Inside back cover: \$870 in black ink; \$925 in full-color
 Page 3: \$870 in black ink; \$925 in full-color

CLASSIFIED ADVERTISING:

\$38 minimum, priced according to column inch of text.
 For instance, 1 column inch wide x 1 inch deep of text equals \$38.
 Ad includes text only and is only available in black ink.

DEADLINES:

Editorial deadline: Two months prior to the publication date
 Contract deadline: One and a half months prior to the publication date
 Artwork deadline: Five weeks prior to the publication date
 For specific deadline dates, contact the BRBA.

CONTRACT DISCOUNTS:

Discounts are applied to the cost of each month.
 BRBA will usually invoice on the 15th of each month.
 Additional discounts to advertising agencies are not provided.
 6-month contract: 10% discount
 3-month contract: 5% discount

DATES OF PUBLICATION:

Around the Bar is published monthly (6 times annually).

CONTACT INFO.:

225.344-4803 or INFO@BRBA.org

PREMIUM POSITIONS:

Percentage premium charge for guaranteed placement subject to availability.

Inside front.....	15%
Inside back	15%
Back cover.....	20%
Page 3.....	15%

CIRCULATION:

More than 2,400 attorneys, judges and other legal professionals.

MECHANICAL REQUIREMENTS:

Page size of ATB: 8.5" x 11"
 Bleed: no additional charge
 Line screen B&W: 150
 Line screen CMYK/color: 175
 Dots per inch (min.): 300

Rates for inserts or other specialty packages or items are available upon request.

ADDITIONAL INFORMATION:

The Baton Rouge Bar Association was established nearly 89 years ago and is a voluntary organization of attorneys and judges.