

Kane County Bar Association *Bar Briefs*

Advertising Rate Sheet & Ad Specification Information

07/01/2010-12/31/2011 Price Sheet. Rates subject to change without notice.

DISPLAY ADVERTISEMENTS

AD SIZE	1 ISSUE <i>Rate Per Issue</i>	6 ISSUES* <i>Rate Per Issue</i>	12 ISSUES* <i>Rate Per Issue</i>
Full Page	\$250.00	\$225.00	\$200.00
1/2 Page	\$200.00	\$175.00	\$150.00
1/3 Page	\$175.00	\$150.00	\$125.00
1/4 Page	\$150.00	\$125.00	\$110.00

* Discounted rates are offered for consecutively run ads.

SPECIALTY PLACEMENT

Inside Front Cover	\$300 per issue
Inside Back Cover	\$250 per issue
Outside Back Cover	\$400 per issue

ISSUANCE AND CLOSING DATES:

- Published 12 times per year.
- Ad space reservations and camera-ready copy due the month preceding publication. (*i.e. May 1st for June publication*)
- Ads must be prepaid prior to publication run.

CLASSIFIED ADVERTISEMENTS

KCBA Member	1 Free Ad Per Month	125 Word Limit
Non-Member	\$40 per issue	125 Word Limit
Website Classified	\$10 Per Month for both Members and Non-Members	

MECHANICAL REQUIREMENTS

AD UNIT SIZES	DIMENSIONS
Full Page	7.50" w x 9.25" h
1/2 Page	7.50" w x 4.50" h
1/3 Page	2.50" w x 9.00" h
1/4 Page Vertical	3.50" w x 4.50" h
Inside Front Cover	7.50" w x 9.25" h
Inside Back Cover	7.50" w x 9.25" h
Outside Back Cover	8.00" w x 8.50" h

SPECIFICATIONS

ALL ADS MUST BE CAMERA READY

Ads are accepted as electronic files in the following formats:

- Adobe Acrobat pdf files
- Illustrator eps files (*saved to outlines*)
- Quark Xpress files
- Jpeg files

Ads are emailed to:

barbriefs@kanecountybar.org

CIRCULATION: Approximately 1200 covering Kane County and surrounding areas.