

Michigan Bar Journal Display Rates

Full page with bleed	8.625 x 11.125
Publication trim size	8.375 x 10.875
Live matter	7.986 x 10.486
4-color process	\$660
2 color	\$330

BLACK AND WHITE

	Size	(W x H)	1x	3x	6x	12x
Monthly	2 pg spread	16.75 x 10.875	\$2,400	\$2,290	\$2,180	\$2,050
<i>April</i>	2 pg spread	16.75 x 10.875	\$3,380	\$3,220	\$3,015	\$2,845
Monthly	full page	7.986 x 10.486	\$1,210	\$1,155	\$1,095	\$1,025
<i>April</i>	full page	7.986 x 10.486	\$1,700	\$1,625	\$1,525	\$1,450
Monthly	2/3 page	4.833 x 9.861	\$945	\$890	\$845	\$800
<i>April</i>	2/3 page	4.833 x 9.861	\$1,310	\$1,250	\$1,190	\$1,120
Monthly	1/2 page	7.333 x 4.792	\$755	\$715	\$675	\$640
<i>April</i>	1/2 page	7.333 x 4.792	\$1,045	\$1,000	\$955	\$895
Monthly	1/3 page H	4.833 x 4.792	\$565	\$540	\$510	\$480
<i>April</i>	1/3 page H	4.833 x 4.792	\$785	\$755	\$710	\$675
Monthly	1/3 page V	2.333 x 9.861	\$565	\$540	\$510	\$480
<i>April</i>	1/3 page V	2.333 x 9.861	\$785	\$755	\$710	\$675
Monthly	1/4 page	4.833 x 3.333	\$490	\$475	\$450	\$380
<i>April</i>	1/4 page	4.833 x 3.333	\$685	\$665	\$625	\$600
Monthly	1/6 page H	4.833 x 2.25	\$380	\$370	\$340	\$330
<i>April</i>	1/6 page H	4.833 x 2.25	\$525	\$515	\$480	\$460
Monthly	1/6 page V	2.333 x 4.792	\$380	\$370	\$340	\$330
<i>April</i>	1/6 page V	2.333 x 4.792	\$525	\$515	\$480	\$460
Monthly	1/9 page	2.333 x 3.125	\$305	\$295	\$275	\$260
<i>April</i>	1/9 page	2.333 x 3.125	\$430	\$400	\$390	\$365
Monthly	1/12 page	2.333 x 2.25	\$225	\$220	\$210	\$205
<i>April</i>	1/12 page	2.333 x 2.25	\$320	\$310	\$290	\$275
Front Cover	- Not Available					
Inside Cover Monthly			\$1,500	\$1,430	\$1,350	\$1,280
Inside Cover April			\$2,090	\$1,995	\$1,885	\$1,780
Back Cover Monthly			\$1,755	\$1,680	\$1,585	\$1,505
Back Cover April			\$2,460	\$2,355	\$2,220	\$2,105

NEW! Cartoon Sponsorship \$100 per issue

Closing dates—Deadline for orders, ad copy, and prepayment is the 1st of the month prior to month of publication (i.e. January 1 for the February issue). For the Annual April Directory issue the deadline is February 1st of every year.

Distribution—Subscription is mailed at periodical rate.

Payment policy—Generally, all advertising is on a prepaid basis, and absent extenuating circumstances and a written agreement, advertising that is not prepaid will not be published. Visa or Mastercard payments are accepted in writing, as are checks made payable to the State Bar of Michigan.

Advertising Agency/Joint Liability—Purchase orders and insertions orders from recognized advertising agencies are accepted for ad placement, and the State Bar will allow a 15% agency discount for space only. This is no agency commission on classified ads or mechanical costs. Payment of invoices to agencies for advertising are due within 30 days of billing and if unpaid, the commission will be lost and a 1.5% per month service charge will be added. Publisher reserves the right to suspend advertising when payment is 30 days past due.

Frequency rate—Frequency rate is based on the total number of space units purchased within a 12-month period. Advertising units purchased in the April Directory issue will count toward earned rate; i.e., advertisements in five regular issues plus the April issue will earn the six-time rate.

Special placements—Requested positions are dependent upon space availability. Guaranteed positions are \$100 per issue plus the earned rate.

Stipulations—Paid advertisements will not be accepted for publication in the President's Page or Executive Director's Viewpoints column.

- Submission data**
- PDFs should be CMYK or grayscale (minimum 300 dpi, no spot colors, all fonts 100 percent embedded).
 - Quark Express 6.0 for Mac (include all fonts and links).
 - EPS, JPEG, TIF or GIF (minimum 300 dpi).
 - All color files should be converted to CMYK.
 - Submit by email (File size less than 5mgs).

Art Production/Production charges
All ad rates reflect camera-ready art or electronic files. Design services are available. Please call for details and rates. Advertisements not provided digitally in the programs specified, with a hard copy proof, are subject to additional charges for design, typesetting and pagination. Photocopies, tear sheets, or laser printed copy will not be accepted.