

# 2009 ADVERTISING RATES

Target the Massachusetts legal market and reach thousands of practicing attorneys.

## PRINT PUBLICATIONS

**Lawyers Journal** has the largest circulation of any legal newspaper in Massachusetts. It keeps attorneys abreast of current legal issues, legislation, industry changes, MBA activities, CLE programs and more.

### LAWYERS JOURNAL RATES PER INSERTION

SIZE	WIDTH	HEIGHT	1x	6x	12x
Full page	10"	11"	\$2,405	\$2,170	\$1,960
½ page (H)	10"	5.5"	\$1,555	\$1,422	\$1,198
½ page (V)	5"	11"	\$1,555	\$1,422	\$1,198
⅓ page	4.333"	6.625"	\$1,230	\$1,145	\$956
¼ page	4.875"	5.5"	\$985	\$860	\$695
Business card	3.25"	2.5"	\$185	\$175	\$205
Classified	\$95 for 50 words or less; 50 cents for each additional word.				
Member-to-Member	\$75 for 50 words or less; 50 cents for each additional word.				



### SPECIFICATIONS:

Artwork may be submitted in .pdf, .tif, or .jpg file formats. Color or artwork should be in CMYK. Artwork must be at the specified dimensions and at least 300 dpi to print clearly. The MBA cannot re-size provided artwork.

**Section Review** is an indispensable publication packed with articles on the nuts-and-bolts of law practice and legal issues.

### SECTION REVIEW RATES PER INSERTION

SIZE	WIDTH	HEIGHT	1x	2x
Back cover	7.125"	6"	\$1,642	\$1,478
Full page	7.125"	9"	\$1,095	\$986
1/2 page (H)	7.125"	4.5"	\$650	\$585
1/2 page (V)	3.5"	9"	\$650	\$585
1/3 page	7.125"	3"	\$475	\$428
1/4 page	3.5"	4.5"	\$400	\$350



## ELECTRONIC PUBLICATIONS

The MBA's Web site, [www.MassBar.org](http://www.MassBar.org), offers legal information and resources to the public, free of charge. Additionally, with continuously updated articles and access to Casemaker®, one of the world's largest law libraries, the site is a valuable resource for attorneys.

### WWW.MASSBAR.ORG RATES PER INSERTION

TILE AD	PER WEEK
Size: 180 x 150 pixels @ 72 dpi	\$200

### E-JOURNAL RATES PER INSERTION

1x	6x	12x	25x	50x
\$300	\$225	\$203	\$183	\$165
Size: 180 x 150 pixels @ 72 dpi				



**Lawyers e-Journal** electronic newsletter is the most timely way of communicating with members. Every Thursday, thousands of attorneys across Massachusetts receive information and updates on upcoming events and programs.

For more information, or to discuss other sponsorship opportunities, contact: Joe Caci, business activities manager • (617) 338-0516 • [jcaci@massbar.org](mailto:jcaci@massbar.org)

