

BAR**briefs**

Louisville Bar Association

DISPLAY ADS

ADVERTISING RATES

Ad Size	12 runs	6 runs	1 run
1/8 page	\$145/run	\$160/run	\$180
1/4 page	\$240/run	\$265/run	\$290
1/3 page	\$325/run	\$350/run	\$380
1/2 page [wide or tall]	\$410/run	\$440/run	\$480
3/4 page	\$580/run	\$630/run	\$675
Full page	\$725/run	\$770/run	\$835

COLOR: Add full color for an additional \$150 per run.

Dimensions in inches (width x height)

The DEADLINE for all display advertising materials is the 1st business day of the month prior to the month of publication.

Payments

There are no upfront costs. Once the issue comes out advertisers will receive a digital edition along with an invoice. Payment can then be made by check or credit card*.

*Due to the rising costs of credit card acceptance fees, all credit card transactions will be charged a 2.95% + \$0.20 fee, effective January 1, 2023.

Advertising Specifications

Set all ads to the following specs:

- Ads must be in PDF format;
- All fonts, photographs and/or art must be embedded;
- All graphics should be a minimum of 300 dpi.

Disclaimer: Advertiser will be billed a \$90/hour design fee for time spent by the publisher to alter ads of unsupported dimensions or specifications.

Placement Requests

Requests for specific position of ads can be made for an additional 15% of the total cost of the ad(s). Premium Placement can be made for an additional 25% of the total cost of the ad(s).

The publisher reserves the right to reject any advertisement of questionable taste or exaggerated claims or which competes with LBA products, services or educational offerings.

For ad submissions and additional information, please contact
Kim Kasey at kkasey@loubar.org.

