

GEORGIA BAR
JOURNAL



R a t e C a r d

Managing Editor/Director Sarah I. Coole

Assistant Director Jennifer R. Mason

Communications Coordinator Vacant

Administrative Assistant M. Lane Sosebee

The Georgia Bar Journal

Georgia lawyers read, study, clip and file the *Georgia Bar Journal*.

Advertisers are discovering a fact well known to Georgia lawyers. If you have something to communicate to the lawyers in the state, be sure that it is published in the *Georgia Bar Journal*.

A survey among our readers concludes that circulation and readership are at an all-time high. The reason? *The Georgia Bar Journal* is edited for the changing legal profession. Editorial content is carefully balanced with news, scholarly legal articles, practical “how to” stories and historical readings of significant State Bar of Georgia events. Most issues are permanently retained as authoritative reference material.

Your advertising dollars in the *Georgia Bar Journal* are an efficient advertising investment. Not only does your message have long life, but the cost per thousand is extremely low. Based on the full-page, one-time black and white rate of \$1,839, your cost per reader is only approximately five cents!



Journal Year Timeline

FEBRUARY 2018

Materials Deadline: Dec. 15, 2017

- Lawyer-Legislators in Georgia

APRIL 2018

Materials Deadline: Feb. 15, 2018

- Annual Meeting Information
- Georgia Legal Services Program Pro Bono Honor Roll
- Local and Voluntary Bar Activities Awards Call for Entries

JUNE 2018

Materials Deadline: April 13, 2018

- Fiction Writing Competition Winner (feature article)
- State Bar of Georgia Pro Bono Honor Roll
- Legislative Wrap-Up
- State Bar of Georgia Election Results

AUGUST 2018

Materials Deadline: June 15, 2018

- Incoming State Bar President (cover story)
- Annual Meeting in Review
- State of the Bar Speech

OCTOBER 2018

Materials Deadline: Aug. 10, 2018

- Fiction Writing Competition Call for Entries
- Georgia Bar Foundation Awards
- Board of Governors Expiring Terms Notice
- State Bar of Georgia Elections Schedule

DECEMBER 2018

Materials Deadline: Oct. 12, 2018

- Legislative Preview
- Fiction Writing Competition Reminder

CONTACT

JENNIFER MASON

404.527.8761 | JENNIFERM@GABAR.ORG

GEORGIA BAR JOURNAL

Georgia Bar Journal By the Numbers

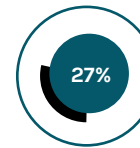
32,000
circulation

- The only publication reaching all of Georgia's legal population and schools
- Main marketing tool for the State Bar of Georgia's programs, services, meetings and special events
- Official publication for announcing changes that affect the practice of law in Georgia
- Published six times per year
- Sixteen editorial departments in each issue
- Display and classified advertising available
- Enhanced digital version distributed on website for greater reach

demographics

THE STATE BAR OF GEORGIA IS THE 6TH LARGEST BAR IN THE COUNTRY WITH:

49,812
TOTAL BAR MEMBERS



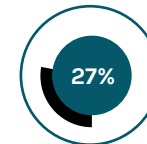
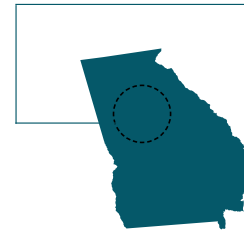
OF THE BAR IS UNDER THE AGE OF 36



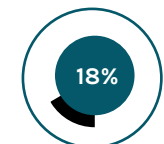
39% OF THE BAR IS FEMALE

54%

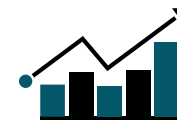
OF BAR MEMBERS WORK IN THE FIVE COUNTY METRO-ATLANTA AREA



OF ALL BAR MEMBERS RESIDE OUT-OF-STATE



OF YOUNG LAWYERS RESIDE OUT-OF-STATE















40 % OVERALL GROWTH FROM 2007 TO 2018

ANTICIPATED GROWTH OF 1,500 NEW MEMBERS PER YEAR.

Advertisers will be protected at their contracted rates for the duration of their contracts. Advertisers will be short-rate billed if the contract rate has not been earned up to the date of cancellation. Please review the “Cancellations” clause of the advertising contract for details. Cancellations are not accepted after published closing dates.

All first-time advertisers must make prepayment for the first insertion at the time advertising materials are submitted. All accounts are due and payable within 30 days of invoice date. All ads are accepted on a first-come, first-served basis only.

No Position Preference Prices (\$)

Unit	Color	1X	3X	6X	12X	Dimensions	
Full Page	BW	1839	1679	1559	1399	7.125" x 9.875"	
	4C	2949	2689	2499	2239		
Two-Thirds	BW	1529	1379	1239	1119	v: 4.75" x 9.875"	
	4C	2439	2209	1989	1799	h: 7.125" x 6.5"	
One-Half	BW	1199	1109	999	919	v: 3.5" x 9.875"	
	4C	1919	1769	1599	1479	h: 7.125" x 4.875"	
One-Third	BW	1079	989	899	819	v: 2.375" x 9.875"	
	4C	1729	1579	1439	1309	h: 7.125" x 3.25"	
One-Fourth	BW	959	879	799	719	v: 3.5" x 4.975"	
	4C	1539	1409	1279	1159	h: 7.125" x 2.375"	
One-Sixth	BW	639	589	519	439	v: 2.375" x 4.75"	
	4C	1029	939	839	709	h: 4.75" x 2.375"	
One-Twelfth	BW	399	369	319	289	2.25" x 2.375"	
	4C	639	589	519	459		

Advertising Rates

Advertising Rates

Preferred Position Prices (\$) *Full-Page Ad Only*

Unit	Color	1X	3X	6X	12X
Inside Front	BW	3129	2849	2609	2369
	4C	4999	4549	4169	3779
First Page	BW	2809	2569	2329	2129
	4C	4489	4109	3719	3399
Opposite President's Page	BW	2409	2189	2009	1829
	4C	3849	3499	3209	2929
Inside Back Cover	BW	3129	2849	2609	2369
	4C	4999	4549	4169	3779
Back Cover (4C only)	4C	7569	6929	6289	5709

Multiple-Page Spreads

Single-page cost times number of pages

Inserts

Inserts are offered in the *Journal*. Pricing on inserts can be discussed on an individual basis. Contact Stephanie Wilson for additional information.

Classifieds

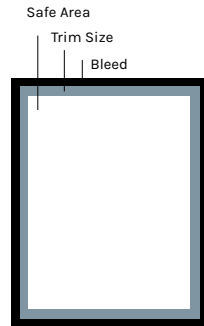
Classified advertising is available for \$75 for 50 or fewer words. Additional words are \$2 each. Payment must accompany all orders.

All ads are accepted on a first-come, first-served basis only. Cancellations or corrections must be made in writing no later than 10 working days after the published deadlines. If cancellations are not received within that 10-day period, you will not be reimbursed for that ad.

Discounts

A 15 percent discount is given to recognized advertising agencies. The *Georgia Bar Journal* reserves the right to request a tax identification number for verification. *Discount applies to display advertising only.*

Art Specifications & Policies



Page Size
8.375" x 10.875"

Image Area
7.125" x 9.875"

Bleed Size
8.5" x 11.375"

Printing
Direct to Plate

Binding
Perfect

Column widths:

3.5" in two-column format; 2.375" in three-column format

Double page spread:

Non-bleed, 14.25" x 9.875"; Bleed, 17" x 11.375"

Post cards and inserts

Must have 3" flap. Flap must be scored or perforated and folded on top of copy.

Submitting ad

All artwork must be submitted electronically. Preferred format for artwork being submitted is a high-res PDF file. If a PDF is provided, all fonts and art must be embedded. Other acceptable formats include InDesign (PC preferred) with all fonts and graphics, TIF or EPS with a resolution of 300 dpi or better. All ads must be CMYK or grayscale. RGB is not acceptable.

Copy regulations

The subject matter, form, size, wording, illustrations and typography of all advertising is subject to the approval of the publisher.

Cancellations

Cancellations or corrections on all display ads must be made in writing and, if necessary, a new ad must be submitted no later than 10 working days after the materials deadline. If the cancellation is made after the 10-day period, the advertiser may be subjected to a cancellation penalty. Please review the "Cancellations" clause in the advertising contract for details.

State Bar of Georgia Advertising & Mailing Label Policy

The State Bar of Georgia reserves the absolute right to reject at any time, with or without cause: (a) any advertisement, for any of its publications or communications whether electronic or print; and (b) any request to purchase or obtain mailing labels.

The decision of the president, upon consultation with and agreement by any two from among the president-elect, immediate past president, executive director, general counsel or editor-in-chief of the *Georgia Bar Journal*, shall be final regarding the acceptance or rejection of any advertisement and any sale or offer of mailing labels.

The State Bar of Georgia, its staff, employees, officers and volunteers shall not be liable for damages of any kind for the decision to reject any advertisement or for the refusal to sell mailing labels to any person or entity.

CONTACT

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