From the President—
Continuing to Listen:
#ShapeTheBar

Legal Trailblazer: Judge Rachel Pruden Herndon

Legal—Do's and Don'ts When Handling a Product Liability Matter in Georgia

2019 State Bar Annual Meeting Coverage
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.

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 2020**
Materials Deadline: Dec. 13, 2019
- Lawyer-Legislators in Georgia

**APRIL 2020**
Materials Deadline: Feb. 14, 2020
- Annual Meeting Information
- Georgia Legal Services
- Program Pro Bono Honor Roll
- Local and Voluntary Bar Activities Awards Call for Entries

**JUNE 2020**
Materials Deadline: April 10, 2020
- Fiction Writing Competition Winner (feature article)
- State Bar of Georgia Pro Bono Honor Roll
- Legislative Wrap-Up
- State Bar of Georgia Election Results

**AUGUST 2020**
Materials Deadline: June 12, 2020
- Incoming State Bar President (cover story)
- Annual Meeting in Review
- State of the Bar Speech

**OCTOBER 2020**
- Fiction Writing Competition Call for Entries
- Georgia Bar Foundation Awards
- Board of Governors Expiring Terms Notice
- State Bar of Georgia Elections Schedule

**DECEMBER 2020**
Materials Deadline: Oct. 16, 2020
- Legislative Preview
- Fiction Writing Competition Reminder

**CONTACT**
ASHLEY STOLLAR
404.527.8792 | ASHLEYS@GABAR.ORG
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 and social media for greater reach

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

51,755 TOTAL BAR MEMBERS

- 20% OF THE BAR IS UNDER THE AGE OF 36
- 40% OF THE BAR IS FEMALE

54% OF BAR MEMBERS WORK IN THE FIVE COUNTY METRO-ATLANTA AREA

- 27% OF ALL BAR MEMBERS RESIDE OUT-OF-STATE
- 20% OF YOUNG LAWYERS RESIDE OUT-OF-STATE

40% OVERALL GROWTH FROM 2007 TO 2019

ANTICIPATED GROWTH OF 1,500 NEW MEMBERS PER YEAR.

CONTACT
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GEORGIA BAR JOURNAL
Advertisements 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 ($)

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## Advertising Rates

### Preferred Position Prices ($)

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### 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 Ashley Stollar 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.
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.

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Page Size
8.375" x 10.875"

Image Area
7.125" x 9.875"

Bleed Size
8.5" x 11.375"

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 higher. 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.