

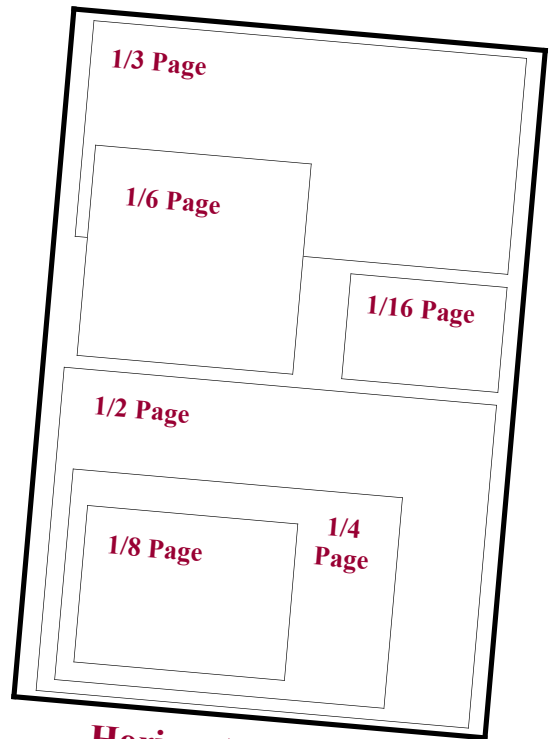
MARKETING SOLUTIONS

Advertising Rates & Information

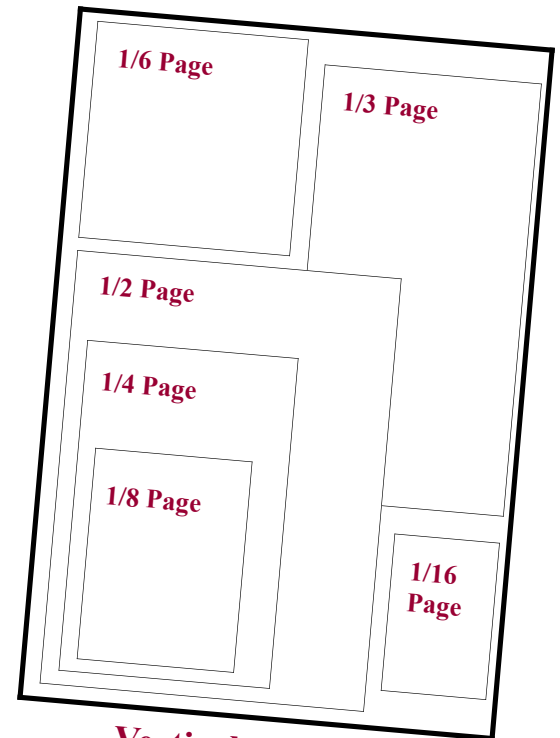
DIMENSIONS & RATES

Ad Size	Dimensions	Open Rate
Full Page	10 by 15	\$950
1/2 Page	10 by 7 1/2	\$600
1/3 Page	10 by 4 7/8	\$400
1/4 Page	7 1/2 by 4 7/8	\$300
1/6 Page	4 7/8 by 4 7/8	\$250
1/8 Page	4 7/8 by 3 5/8	\$175
1/16 Page	3 5/8 by 2 3/8	\$100

(All sizes in inches)



Horizontal Formats



Vertical Formats

FREQUENCY ADVANTAGE DISCOUNTS

With Annual Advertising Agreements

6 Issues 10% **12 Issues 15%**
18 Issues 20% **24 Issues 25%**

Any size ad fulfills the insertion frequency requirement for advertisers with advance commitment advertising agreements. If fewer ads are placed than agreed, advertising will be billed at open rate. We offer an additional 5% discount for advance payment by check for full payment of all agreed advertising. Ad services may also be charged with VISA, MasterCard or American Express. Credit card orders for full contract amounts qualify for advance payment discounts. Rates effective 1/1/2012.

SPECIAL ADVANTAGE RATES & SERVICES

Back Cover half page horizontal ...Rate plus 25%
 Guaranteed Positions...Rate plus 20%

Inserts single sheet (others upon size & weight verification)...\$350
Spot Color...Rate plus \$100

Process Color...Rate plus \$250, deadline 1 week early
 Please call for production service arrangements for color ads.

SERVICES & TERMS

Copies Advertisers may receive one complimentary checking copy of each issue in which their ad appears upon request. Bulk copies are available for a modest shipping and handling cost and need to be ordered by the ad deadline for the issue desired.

Subscriptions Annual subscriptions of 24 issues are \$195.

Billing & Terms Invoices are issued monthly. Payment is due upon receipt.

Errors Advertisers are responsible for checking the first insertion of an advertisement. It is agreed that *Maine Lawyers Review* assumes no financial responsibility for typographical errors or omission of an advertisement. Please report errors immediately. *Maine Lawyers Review* agrees to award free advertising space equal in value to the space in error if the error affected the material value of the advertisement.

MECHANICAL REQUIREMENTS

Electronic: PDF file preferred with all fonts and graphics embedded to:
marketing@mainelawyersreview.com

Additional specification notes:

- Please include all graphics and PostScript fonts (screen and printer) when creating a "print version" PDF.
- RGM/CMYK color should be stripped from any ads originally in color and converted to grayscale. (Many applications allow viewing output separations for a quick check.)
- Resolution requirements: grayscale: 200 dpi
- JPEG photo images may be submitted but not be specified as color images. Please send JPEG files as stand alone; do not embed in a document. We do not suggest the use of graphic images created for the internet as suitable quality formats for offset printing.

Please call for non-PDF submission arrangements.