

Now your Continuing Legal Education offering can effectively reach lawyers in Maine with an economical calendar listing in our print publication twice a month. Basic pricing for a listing is just \$25 for the first 50 words and 50¢ for any additional words. Frequency and multiple listing discounts along with complimentary listing on our website are also available.



Continuing Legal Education LISTING EXAMPLES

Administrative Law Beyond 2000
2:00 to 5:00 PM September 15th at Holiday Inn by the Bay, Portland
An overview of administrative law practices and rulings that have consequences in the next 10 years. 1.5 CLE credits. Contact Anne Paton 207-871-0000 or ap@lawschool.net by September 1 for information or to register.

Administrative Law Beyond the Year 2000
12:00 to 5:00 PM September 15th at Holiday Inn by the Bay, Portland
Instructor: Attorney Gary Wildrem of Nelson, Wilson & Smithford. Sponsored by the International Bar Section. A comprehensive overview of administrative law practices and rulings that have consequences in the next 10 years. Materials and light lunch provided. 1.5 CLE credits. Visit our website at www.lawschool.net for further course description. Please call Anne Paton 207-871-0000 or email to ap@lawschool.net by September 1 to register.

Litigation Across Borders
February 21 & 22 – Sugarloaf, USA
Professionals from Maine and Quebec discuss issues in international law.
FMI call 622-7554 or see CLE Calendar at <http://www.mainebar.org>

The CLE Calendar is also available at
www.mainelawyersreview.com

Cost: \$25.00. Basic \$25 per insertion for first 50 words in MLR and free listing and link(s) on our website for effective issue date.

Cost: \$41.00. Basic \$25 per insertion for first 50 words in MLR and 50¢ per word for the additional 32 words and free listing and link(s) on our website for effective issue date.

SERVICES & TERMS

Checking Copies

Advertisers receive one complimentary checking copy of the initial issue in which their ad appears upon request.

Subscriptions

Annual subscriptions of 24 issues are \$185.

Payment Procedures & Terms

Calendar listings may be billed monthly with a master plan. One-time listings must be fully paid in advance. Please make checks payable to Maine Lawyers Review. Please call 207-685-9112 for credit card payment options, we accept VISA, MasterCard and American Express.

Submissions & Word Count

Submission via email are preferred. We use common word processing software to determine word counts for billing.

Errors

Advertisers are responsible for checking the first insertion of a listing. 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 listing space equal in value to the space in error if the error affected the material value of the listing.

Publication Deadlines & Frequency

Copy is due 1 week in advance of publication in simple electronic form such as email or common word processing files. Copy deadlines are also the deadline for any copy changes to existing ads. *Maine Lawyers Review* is published twice per month.

PLANS & DISCOUNTS

Rates Effective January 1, 2003

Multiple Listings

2 or more individual listings by the same organization in any single issue: 10%

Successive Listings

10% discount for multiple insertions of same listing in successive issues.

The above two discounts may be combined for 20% discount on all listings that meet the individual criteria of the above discounts.

40% Master Discount Plan Agreement to run 1 or more listings in all 24 issues of MLR. Basic per insertion rate of \$15 for the first 50 words and 30¢ per word thereafter and free listings and link(s) on our website with a standing heading or logo link to your website. Other discounts may not be used in combination with this plan and failure to meet plan criteria reverts billing on all affected ads in the agreement period to standard rates and discounts. Monthly billing includes one free subscription for duration of the agreement.

Example costs under master discount plan for sample ads at left are:

First Ad - \$15.00

Second Ad - \$24.60

HIGH PROFILE SOLUTIONS

Display Advertising Rates & Information

To meet larger marketing needs for **Continuing Legal Education** promotion, consider a display ad in *Maine Lawyers Review*. Display advertisers of CLE offerings receive complimentary basic calendar listings in addition to ads in the issue scheduled and on our website.

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)

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 do qualify for advance payment discounts.

MECHANICAL REQUIREMENTS

Via Electronic: PDF file to production@mainelawyersreview.com

By Mail: Positive camera ready mechanicals, 100% finished

SPECIAL ADVANTAGE RATES & SERVICES

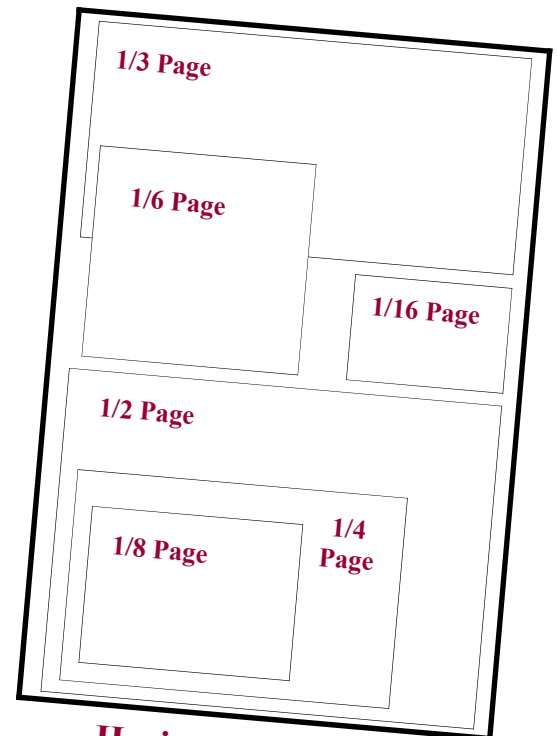
Back Cover for full & half page...Rate plus 25%

Inserts upon size & weight limit verification...\$200

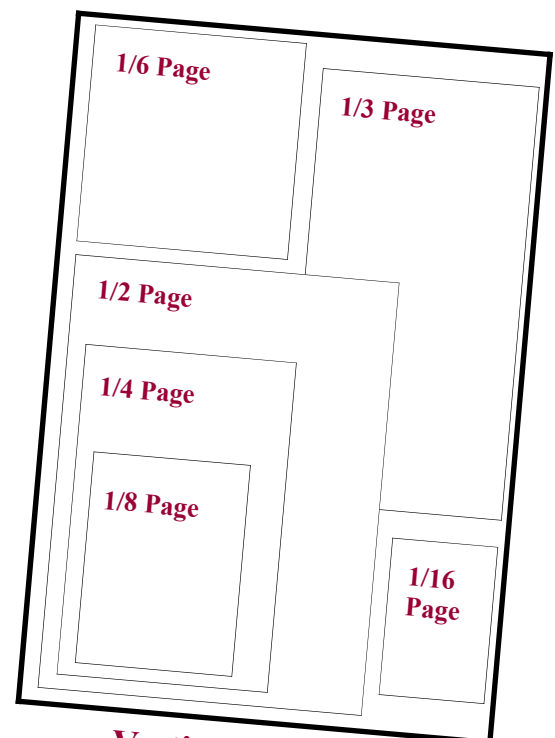
Spot Color...Rate plus \$80

Process Color...Rate plus \$500, deadline 1 week early

Please call for production service availability and additional costs for design, half-tones, reductions, enlargements, screens, reverses, doubleburns and color separations.



Horizontal Formats



Vertical Formats