



Dimensions & Rates

Ad Size	Dimensions	Open Rate
Full Page	10 by 15	\$1045
1/2 Page	10 by 7 1/2	\$660
1/3 Page	10 by 4 7/8	\$440
1/4 Page	7 1/2 by 4 7/8	\$330
1/6 Page	4 7/8 by 4 7/8	\$275
1/8 Page	4 7/8 by 3 5/8	\$195
1/16 Page	3 5/8 by 2 3/8	\$110

(All sizes in inches)

• Any ads submitted for printing that do not follow the measurement guidelines are subject to be cropped, adjusted, manipulated, and changed to accommodate.

Sponsored Content

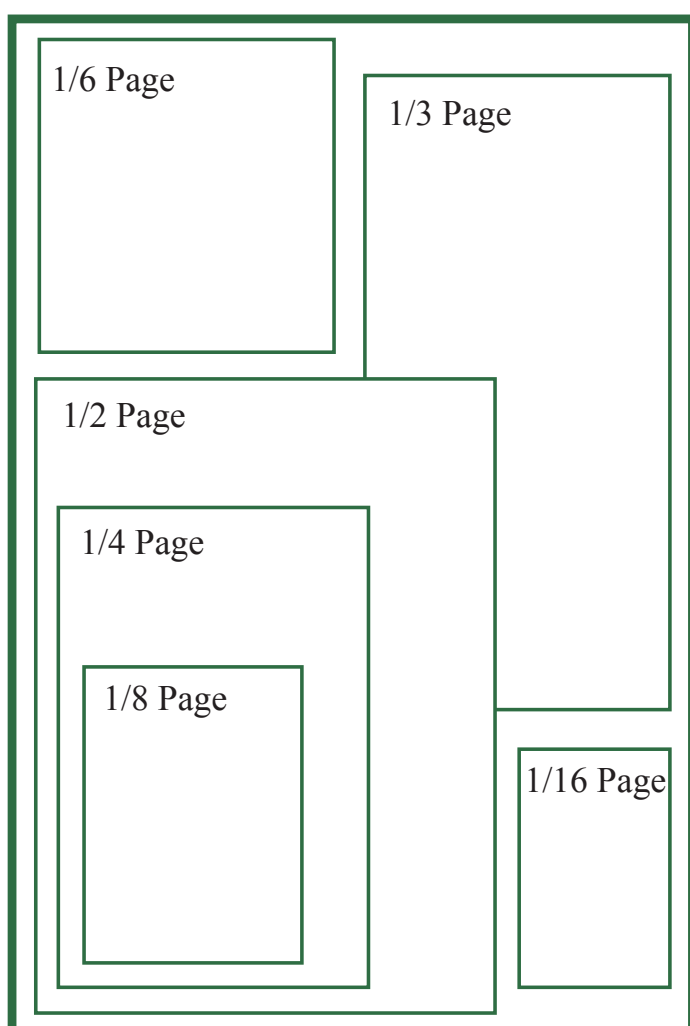
• All sponsored content will be run at rates related to the size of the piece and a discount is available if the customer is also running a traditional ad (appearing in same or other issue).

500-749 words	\$300, stand alone	\$200, with ad
750-999 words	\$450, stand alone	\$300, with ad
1000-1500 words	\$600, stand alone	\$450, with ad

Advertisement Design Services

• Ad design services are available at \$50 per hour.
• Please provide all text, (name, address, e-mail, phone-number, etc.) images, or any further preferences to keep in mind during the design process.

Vertical Formats



Mechanical Requirements

- ELECTRONIC: PDF file preferred with all fonts and graphics embedded to: marketing@mainelawyersreview.com.
- 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 format for printing.
- Please contact us for non-PDF submission arrangements.

Billing & Discounts

• Any size ad fulfills the insertion frequency requirement for advertisers with advance commitment advertising agreements. Ads are to be invoiced after publication, unless prepaid (5% discount for prepaying full ad run). Ads being run in multiple consecutive issues are eligible for 15% discount off of open rate. Rates effective 10/1/2023.

Terms & Information

- All ads are ROP (run of paper) unless specific placement has been requested and charged (\$125)
- All ads are B&W unless color has been requested and charged (\$275), subject to placement restrictions due to printer. Deadline for color is 1 week early. Please email for production service arrangements for color ads.
- Actual ad size may be adjusted from listed dimensions.
- Guaranteed Positions...Rate plus \$100.

ERRORS: Advertisers are responsible for checking the content of their advertisement(s). Maine Law Publishing / the Maine Lawyers Review assumes no financial responsibility for typographical errors or omissions, and its liability is limited to running a replacement ad at no charge in the event material errors affecting the ad(s) are made.

Horizontal Formats

