

DISPLAY AD RATES

CMYK COLOR ADS	1X	3X*	6X*
full page	\$1,760	\$1,672	\$1,584
2/3 page	\$1,215	\$1,154	\$1,093
1/2 page	\$935	\$888	\$841
1/3 page	\$847	\$804	\$762
1/4 page	\$680	\$646	\$612
1/6 page	\$594	\$564	\$535

COVER ADS – please call for pricing and availability

BLACK & WHITE ADS	1X	3X*	6X*
full page	\$1,265	\$1,202	\$1,138
2/3 page	\$968	\$920	\$871
1/2 page	\$726	\$690	\$653
1/3 page	\$671	\$637	\$604
1/4 page	\$533	\$506	\$480
1/6 page	\$467	\$444	\$420

*Multiple-issue discounted rate is per issue.

Ad rates are for the cost of ad space only and are based upon receipt of finished artwork, provided in an accepted format. (See "Submitting Artwork" on the next page of this rate card for accepted formats.) No agency discounts.

MULTIPLE-ISSUE DISCOUNTS

Multiple-issue discounts will only be made available when an advertiser has paid the full cost of their contract. Advertisers who choose to pay for ads one at a time, as each one runs, must pay the regular ad rate and will receive the full contract discount off the cost of the last ad in their contract.

Frequency discounts are not retroactive and will only be granted to advertisers who sign a multiple-issue contract prior to any ads running. All ads in a contract must run within one year of the first insertion.

AD POSITION & PLACEMENT

When possible, ad placement in a specific position in the *Journal* (i.e. within a certain section or on a specific page) can be reserved by adding **25%** to the ad rate. Otherwise position within the *Journal* cannot be guaranteed.

2025 DEADLINES

Issue	Space Reservations	Ad Artwork
Jan/Feb 2025	12/09/24	12/13/24
Mar/Apr 2025	02/10/25	02/17/25
May/June 2025	04/10/25	04/15/25
Jul/Aug 2025	06/10/25	06/16/25
Sep/Oct 2025	08/11/25	08/15/25
Nov/Dec 2025	10/10/25	10/15/25

TERMS & CONDITIONS

Payment in advance of publication is required. ACH payments are preferred, but credit cards are accepted.

A signed insertion order is required to reserve ad space in the *Utah Bar Journal*. The forwarding of a signed insertion order by an advertiser, or an advertiser's authorized representative, is construed as an acceptance of the rates and conditions under which advertising is sold at that time.

The publisher reserves the right to change advertising rates and conditions at any time. The publisher may, at their discretion, reject ads deemed inappropriate for publication, and reserves the right to request an ad be revised prior to publication.

CANCELLATIONS

Advertising cancelled after the reservation deadline will be charged for 50% of the reserved space plus the cost of any completed production work.

CIRCULATION

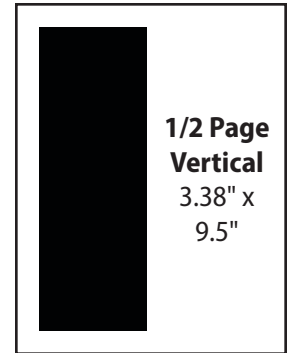
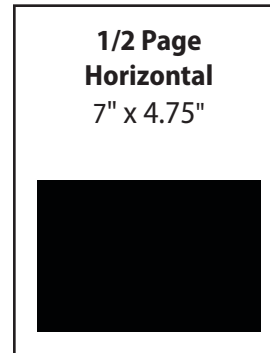
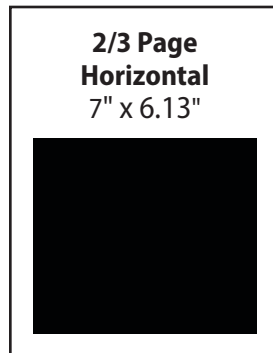
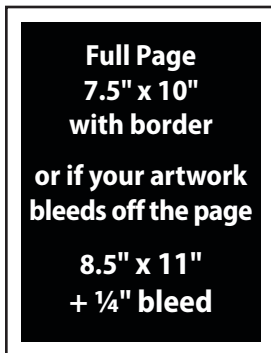
Our current circulation is approximately 12,500, including every attorney, judge, and paralegal licensed to practice law in the state of Utah.

UTAH BAR JOURNAL ONLINE

All issues of the *Utah Bar Journal* are also posted online as a searchable pdf at barjournal.utahbar.org. Advertisers are included in this online version of the *Journal* at no charge. **As a bonus for advertisers with multiple-issue contracts, we will link your ad to your website or email address free of charge.** For single-issue advertisers who wish to have their ad linked to their website, add \$25 to the display ad rate.

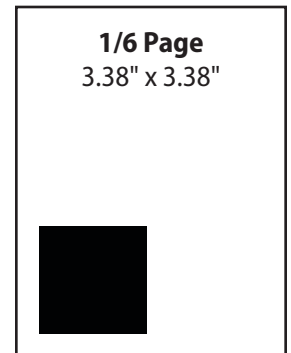
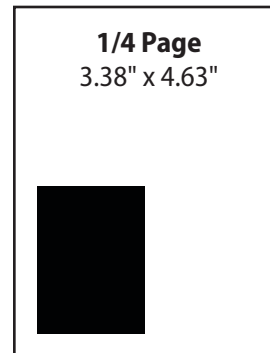
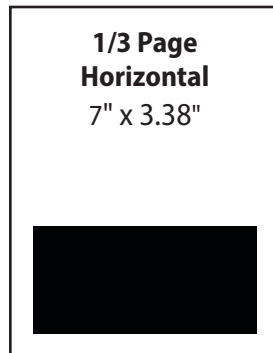
**To reserve ad space in the *Utah Bar Journal* contact:
Laniece Roberts at: UtahBarJournal@gmail.com or (801) 910-0085**

DISPLAY AD DIMENSIONS



For Full Page Ads:
Keep any important text
or images at least
1/2" away from the edge
of the page.

All ads smaller than a full
page must have a border.
Ad sizes shown
include a border.



SUBMITTING ARTWORK

E-mail files to: UtahBarJournal@gmail.com, or provide a Dropbox link where the file may be downloaded.

ACCEPTED FILE FORMATS:

Files for color ads must be prepared in CMYK and black and white ads must be in grayscale. **Please make sure that your ad does not contain any RGB, Lab, or spot colors.** Resolution requirements are 300 dpi at 100%. If at all possible, **convert all text to outlines** – otherwise make sure all fonts and support documents are included.

Adobe PDF: (preferred method) Use Adobe Distiller to create a press-optimized PDF. Embed all fonts.

Adobe InDesign: Include all fonts, photos and art files.

Adobe Illustrator: Convert all type to outlines. Make sure all artwork is 300 dpi, or better. Save file as an EPS or PDF.

Adobe Photoshop: Save file as PSD, TIFF, or EPS, 300 dpi minimum.

***** WE CAN NOT USE MICROSOFT WORD OR PUBLISHER FILES FOR AD ARTWORK. *****

AD PRODUCTION AVAILABLE

We can design and produce your ad artwork at a cost of \$75 per hour, with a minimum charge of \$75. Copywriting services are also available at a cost of \$100 per hour, with a minimum \$100 charge. Please e-mail, to UtahBarJournal@gmail.com, the text of your ad and a 300 dpi copy of any photos or logos you would like to have appear in your ad. Suggested layouts may also be e-mailed to UtahBarJournal@gmail.com. Ad proofs will be provided for your approval.

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