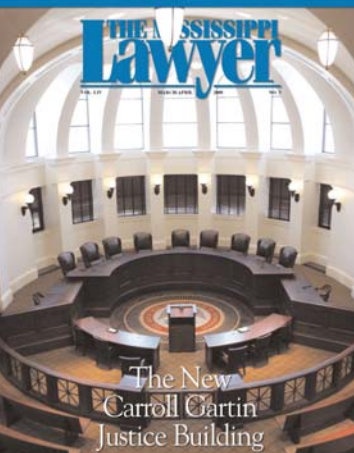
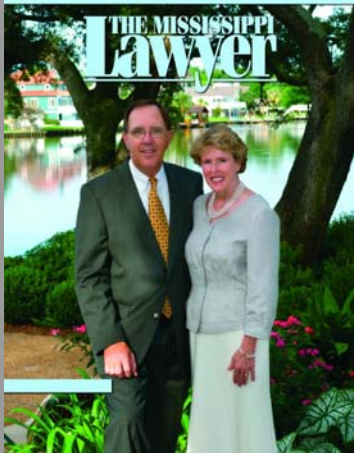
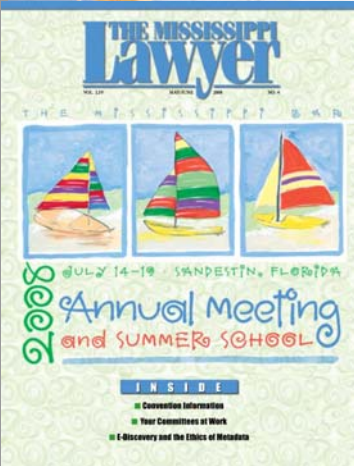
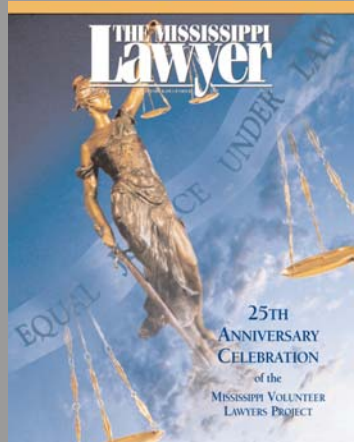


THE MISSISSIPPI Lawyer



The Mississippi Lawyer 2009 Advertising Rate Card

Reaching Every Attorney in Mississippi

- ❖ Circulation of over 8,500 and is increasing by more than 250 annually
- ❖ Reaches other Bar members throughout the nation, many of the nation's law libraries and subscribers
- ❖ Terms: Net 30 days
- ❖ Subscription Rate: \$23 per year

Ad Rates:

Professional Announcements

All announcements are typeset in a standard format included in the cost.

- Small 1/6 page Announcement \$195
- Large 1/3 page Announcement \$295

Classified Advertisement

- Small 2.5" x 2" \$55
- Large 2.5" x 3" \$75

Display Advertisement

		B&W	2-Color
Full Page	1 time	\$520	\$570
	5 times	\$460	\$510
2/3 Page	1 time	\$410	\$450
	5 times	\$360	\$400
1/2 Page	1 time	\$315	\$350
	5 times	\$275	\$310
1/3 Page	1 time	\$225	\$255
	5 times	\$195	\$225
1/6 Page	1 time	\$155	\$180
	5 times	\$130	\$155

Full Page		
Full Color	1 time:	\$605
	5 times:	\$565

Preferred Position Rates

		B&W	2-Color	4-Color
Back Cover	1 time	\$565	\$615	\$710
	5 times	\$505	\$555	\$650
Inside Front Cover	1 time	\$555	\$605	\$700
	5 times	\$495	\$545	\$640
Inside Back Cover	1 time	\$545	\$595	\$690
	5 times	\$485	\$535	\$630
First White Page	1 time	\$535	\$585	\$680
	5 times	\$475	\$525	\$620
Table of Contents	1 time	\$525	\$575	\$670
	5 times	\$475	\$515	\$610
Inside Back Cover Opposite	1 time	\$515	\$565	\$660
	5 times	\$455	\$505	\$600

Display Ad Specifications:

All ads must be in electronic format. *Accepted programs:* Quark, Photoshop, Illustrator. **NO MICROSOFT PROGRAMS.** *Acceptable formats:* eps, tif, pdf. All files must be a minimum of 300 dpi. Be sure all color images are CMYK.

Typesetting Charges:

Display ads that are not camera-ready, will have a \$65 charge

Ad Sizes:

Full page	8.5 x 11	1/6 pg horiz.	4.75 x 2.5
1/2 pg horiz.	7.5 x 4.75	1/6 pg vert.	2.5 x 4.75
1/2 pg vert.	4.75 x 7	1/3 pg horiz.	7.5 x 3
2/3 pg horiz.	7.5 x 6.5	1/3 pg vert.	2.5 x 9.5
2/3 pg vert.	5 x 9.5	1/3 pg square	5 x 4.75

2009 Issues

(Tentative Schedule - Subject to Change)

Closing Date

January/February 2009	December 15
March/April 2009	March 13
May/June 2009	May 15
July/August/September 2009	July 14
October/November/December 2009	October 14