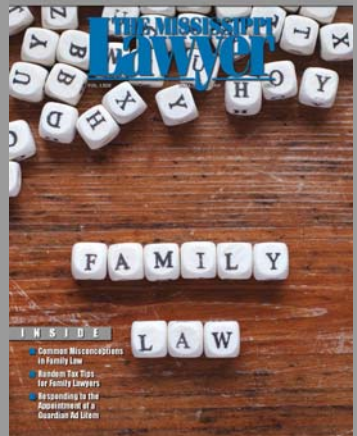
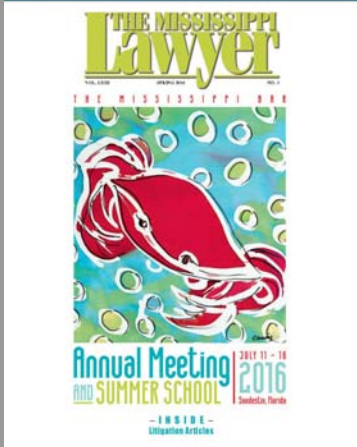
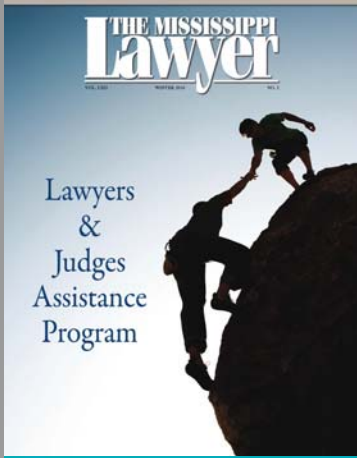




THE MISSISSIPPI BAR



The Mississippi Lawyer 2017 Advertising Rate Card

Reaching Every Attorney in Mississippi

- ❖ Circulation of over 9,000 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

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

- Small 2.5" x 2" \$65
- Large 2.5" x 3" \$85

Display Advertisement

		B&W	Color
Full Page	1 time	\$530	\$605
	4 times	\$470	\$595
2/3 Page	1 time	\$420	\$535
	4 times	\$370	\$485
1/2 Page	1 time	\$325	\$435
	4 times	\$285	\$395
1/3 Page	1 time	\$235	\$340
	4 times	\$205	\$310
1/6 Page	1 time	\$165	\$265
	4 times	\$140	\$240

Preferred Position Rates

		B&W	Color
Back Cover	1 time	\$575	\$720
	4 times	\$515	\$660
Inside Front Cover	1 time	\$565	\$710
	4 times	\$505	\$650
Inside Back Cover	1 time	\$555	\$700
	4 times	\$495	\$640
First White Page	1 time	\$545	\$690
	4 times	\$485	\$630
Table of Contents	1 time	\$535	\$680
	4 times	\$485	\$620
Inside Back Cover Opposite	1 time	\$525	\$670
	4 times	\$465	\$610

Display Ad Specifications:

All ads must be in electronic format. NO MICROSOFT PROGRAMS. *Acceptable formats:* eps, tif, pdf. All files must be a minimum of 300 dpi. All color images should be CMYK.

Typesetting Charges:

Display ads that are not 300 dpi and print-ready, will have a \$65 design fee.

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

2017 Issues

Winter 2017
 Spring 2017
 Summer 2017
 Fall 2017

Print Date (Flexible)

February/March
 May/June
 August/September
 November/December

Email Krissa Easley keasley@msbar.org to place an advertisement.