



**Louisiana  
State Bar  
Association**

*Serving the Public. Serving the Profession.*

# Bar Briefs Advertising

601 St. Charles Avenue, New Orleans, LA 70130-3404

Call (504)619-0131 or (800)421-5722, ext. 131

Fax (504)566-0930

E-mail: [kbellanger@lsba.org](mailto:kbellanger@lsba.org)

## General Information

*Bar Briefs* is the bimonthly newsletter of the Louisiana State Bar Association. The newsletter is distributed online-only (first uploaded to the Bar's website, <http://www.lsba.org/publications/barbriefs.asp>, with notice of its availability e-blasted to the membership). The newsletter features association and departmental news and other items of interest to LSBA members.

**Circulation:** 21,000+

**Frequency:** Bimonthly (issues are published in January, March, May, July, September, November)

**Issue Date:** 10<sup>th</sup> of the month

## Acceptance and Placement

- ▶ All advertising is subject to approval.
- ▶ The LSBA reserves the absolute right, in its unfettered discretion, to decline to accept advertisement from any individual, corporation, partnership, entity, group or association, without the necessity of giving a reason for its declination.
- ▶ Placement is publisher's choice

## Publication Specifications

- ▶ Trim size: 8 1/2" x 11"
- ▶ Bleed size: 8 5/8" x 11 1/8"
- ▶ Color: All color must be selected in RGB format.
- ▶ All advertising must be submitted camera-ready in digital format, either e-mailed or sent on a CD.
- ▶ Advertisers mailing ads should include a hard copy of the ad with the disk.
- ▶ Digital ads must be submitted in either PDF, TIF or EPS format. Imbed all fonts, photos and graphics, and scan all artwork for high-resolution (at least 300 DPI).
- ▶ E-mailed ads should not exceed 5 MB of space. To e-mail larger ads, contact the LSBA Communications Department staff for alternate e-mailing instructions.
- ▶ Design help is available for an additional production fee. Call for more information.

## Advertising Rates

- ▶ See attached sheet for ad sizes and rates, including discounted rates for multiple contracted insertions.
- ▶ No extra charge for color; all color must be selected as RGB.

## Forms of Ad Payment

- ▶ By check made payable to the "Louisiana State Bar Association."
- ▶ By credit card (MasterCard or Visa only). If you choose to pay by credit card, indicate that preference and a staff member will contact you for the appropriate information.

## Ad and Payment Deadlines

- ▶ Pre-payment is required for all display and classified advertising. Ads not paid for prior to publication are subject to removal, at the staff's discretion.
- ▶ Camera-ready ads and payment should be submitted according to the following deadlines. If the ad deadline falls on a weekend or a holiday, the due date is the business day immediately preceding the original deadline.

Issue	Ad & Payment Due Dates	
	Display	Classified
January .....	December 1 .....	December 11
March .....	February 1 .....	February 11
May .....	April 1 .....	April 11
July .....	June 1 .....	June 11
September .....	August 1 .....	August 11
November .....	October 1 .....	October 11

## Agency Commission (Display Ads Only)

- ▶ A 15 percent commission on gross billing of display ads will be given to recognized agencies (a recognized agency will have three or more accounts) on the charges for display space and position, provided that at least three or more insertions have been booked and provided that payment is received by the ad contract deadline. Commission is not paid on color charges. Commission is paid on insert space charges, but not the additional insertion fee.
- ▶ Classified advertising is non-commissionable

## Proof of Publication

- ▶ Display advertisers will be notified when the issue is uploaded to the web site.

## Web Site Advertising

Call (504)619-0131 or (800)421-5722, ext. 131, for advertising options.



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# *Bar Briefs Advertising Information*

*(Bar Briefs is now distributed online-only at [www.lsba.org/publications/barbriefs.asp](http://www.lsba.org/publications/barbriefs.asp))*

<b>Page Size</b>	<b>Width</b>	<b>Height</b>	<b>1X</b>	<b>3X</b>	<b>6X</b>
<b>Full page</b>	7 1/8"	10"	\$815	\$770	\$740
<b>Half page</b>	7 1/8"	4 5/8"	\$600	\$560	\$520
<b>Third page</b>	7 1/8"	3 1/4"	\$350	\$330	\$315
<b>Third page</b>	2 1/4"	10"	\$350	\$330	\$315
<b>Third page</b>	4 3/4"	4 7/8"	\$350	\$330	\$315
<b>Sixth page</b>	4 3/4"	2 3/8"	\$175	\$165	\$155
<b>Sixth page</b>	2 1/4"	4 1/2"	\$175	\$165	\$155

*There is no extra charge for color; color should be RGB.*

### *Issue Dates*

January  
March  
May  
July  
September  
November  
January  
March  
May  
July  
September  
November

### *Ad & Payment Deadline*

December 1  
February 1  
April 1  
June 1  
August 1  
October 1  
December 1  
February 1  
April 1  
June 1  
August 1  
October 1