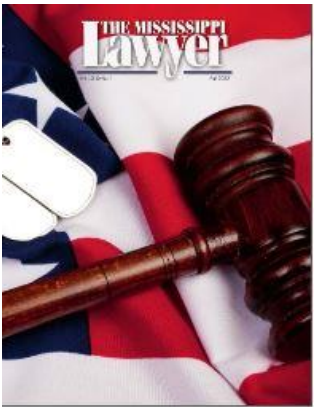
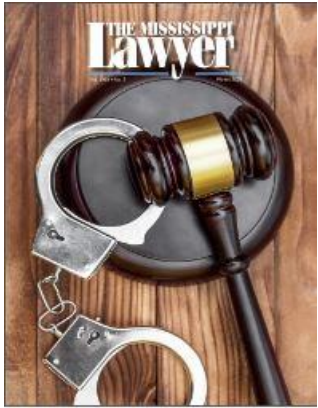


# The Mississippi Lawyer

## Aug. 2023 – July 2024 Advertising Rate Card

# THE MISSISSIPPI Lawyer



### Reaching Every Attorney in Mississippi

- Circulation of nearly 9,000
- Reaches other Bar members throughout the nation, many of the nation's law libraries and subscribers
- Terms: Net 30 days
- Subscription Rate: \$25 per year

### Professional Announcements

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

<b>Small</b>	1/6 page Announcement	\$225
<b>Large</b>	1/3 page Announcement	\$325

### Classified Advertisement

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

<b>Small</b>	2.5" x 2"	\$75
<b>Large</b>	2.5" x 3"	\$95

### Display Advertisement

*Black and white display ad rates are no longer available.*

	Frequency	Full Color
<b>Full Page</b>	1 time	\$700
	4 times	\$680 x 4
Back Cover	1 time	\$825
	4 times	\$760 x 4
Inside Front Cover	1 time	\$815
	4 times	\$750 x 4
Inside Back Cover	1 time	\$805
	4 times	\$745 x 4
First White Page/ Facing Inside Front	1 time	\$790
	4 times	\$730 x 4
Inside Back Cover/ Opposite	1 time	\$770
	4 times	\$700 x 4
<b>2/3 Page</b>	1 time	\$615
	4 times	\$555 x 4
<b>1/2 Page</b>	1 time	\$500
	4 times	\$455 x 4
<b>1/3 Page</b>	1 time	\$390
	4 times	\$355 x 4
<b>1/6 Page</b>	1 time	\$305
	4 times	\$275 x 4

### Ad Sizes:

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

### Display Ad Specifications:

All ads must be in electronic format. Acceptable formats: eps, tif, pdf. All files must be a minimum of 300 dpi. All color images should be CMYK.

### Print Dates

Winter	February
Spring	April
Summer	August
Fall	November

Contact Kristen Kern to place an ad.  
[kkern@msbar.org](mailto:kkern@msbar.org)

# The Mississippi Lawyer

## Advertising Contract

# THE MISSISSIPPI Lawyer

### Advertising Regulations

All advertising accepted must be related to the practice of law or business services and is subject to the approval of the publisher.

The advertiser and advertising agency assume liability for entire content of advertisements printed and also assume responsibility for any claims therefrom made against the publisher.

Publisher is not responsible for errors in key numbers or other elements of any advertising typeset by the publisher.

A signed contract is required for any advertisement.

Copy submission is the responsibility of the advertiser and/or advertising agency. No cancellation will be accepted after the closing date for space, and cancellations must be submitted in writing.

Advertisement of last insertion will run if copy is not received by specified closing date; if no previous insertion, client is liable for cost of contracted space not used, and space will be reallocated at the discretion of the publisher.

A third advertisement will not be run for an advertiser that has outstanding invoices for the first two.

### Contact Information

Kristen Kern

Phone: 601-948-4471 x  
2208

[kkern@msbar.org](mailto:kkern@msbar.org)

The Mississippi Lawyer  
PO Box 2168 · Jackson  
MS 39225-2168



THE MISSISSIPPI BAR

### Issue(s) Your Ad Will Appear:

Please check one or more boxes:

- Fall 2023
- Winter 2024
- Spring 2024
- Summer 2024

### What Rate Will You Be Charged?

- 4 Issues (Eligible for Discount)
- Single Issue Only (Regular Rate)

### Special Instructions:

- Run Same Copy Each Insertion
- New Copy Each Insertion

### Size of Space Ordered:

- Full Page with Special Position
- Indicate the desired position below:
- Back Cover
  - Inside Front Cover
  - First White Page
  - Inside Back Cover
- Full Page Display Ad – Any Page
  - 2/3 Page Horiz. Display Ad
  - 2/3 Page Vert. Display Ad
  - 1/2 Page Horizontal Display Ad

- 1/2 Page Vertical Display Ad
- 1/3 Page Horizontal Display Ad
- 1/3 Page Vertical Display Ad
- 1/3 Page Square Display Ad
- 1/6 Page Horizontal Display Ad
- 1/6 Page Vertical Display Ad
- Small Prof. Announcement
- Large Prof. Announcement
- Small Classified Ad
- Large Classified Ad

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/St/Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Payment:

All advertisers will receive an invoice. Payment will be expected within 30 days upon receipt.

### Advance Payment:

If you would like to pay in advance:

Amount \$ \_\_\_\_\_

Card Number: \_\_\_\_\_

Exp. Date \_\_\_\_\_ CVV Code \_\_\_\_\_

- My check is enclosed (made payable to The Mississippi Lawyer)

This application for advertising space represents a commitment to advertise and shall serve as a binding agreement between the parties. Refer to the advertising regulations