

ABOUT THE *UTAH BAR JOURNAL*

The *Utah Bar Journal* is published, by the Utah State Bar, 9 times each year. January/February, June/July and August/September are published as combined issues. The *Journal* is sent to every attorney licensed to practice law in the state of Utah. Current circulation is approximately 7,300 and growing.

TERMS & CONDITIONS

Payment in advance of publication is required of all advertisers for at least the first four insertions. Credit will only be extended after a fully completed and signed credit application is received and approved. Frequency discounts are granted only to contract advertisers and are not retroactive. 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. The publisher may also, without notice, add the word ADVERTISEMENT to the top and/or bottom of any ad if they deem it necessary.

A signed insertion order is required to reserve space in the *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.

DEADLINES

<i>UBJ</i> Issue	Space Reservations	Artwork
Jan/Feb 2003	December 20, 2002	December 30, 2002
March 2003	February 10, 2003	February 14, 2003
April 2003	March 10, 2003	March 14, 2003
May 2003	April 10, 2003	April 15, 2003
June/July 2003	May 23, 2003	May 30, 2003
Aug/Sept 2003	July 25, 2003	July 31, 2003
October 2003	September 10, 2003	September 15, 2003
November 2003	October 10, 2003	October 15, 2003
December 2003	November 10, 2003	November 14, 2003

Ad PRODUCTION

Our production department can design and produce your ad at a cost of \$50.00 per hour + scans and proofs. Average cost for a black & white ad (including one photo scan, one logo scan, text and one proof) is \$75-\$100. Please supply us with *your cleanest* black & white copy of your logo and any other artwork needed. We can scan from color or black and white pictures (8.5" x 14" or smaller). Negatives, slides, or color separated pictures will cost an additional \$50-\$75 per scan.

Deadlines for submitting all artwork and copy for ad design and production is the 1st of the month prior to the issue in which your ad will appear. (For example: the deadline is February 1st for the March issue.) All non-camera ready ads submitted after the deadline will be charged a \$15 rush fee for each day they are late. Non camera-ready ads cannot be accepted after the 10th.

Logo Design & Clean-up: We can design a logo for you at an average cost of \$350. We can also clean-up your existing logo or artwork at a cost of \$50 per hour. (Our success at cleaning it up depends on the quality of the artwork we get from you.)

Copywriting: We can also write your ad at a cost of \$75 per hour. Average cost for editing and improving your existing copy is \$50-\$75. Average cost of writing an ad from scratch is \$75-\$150.

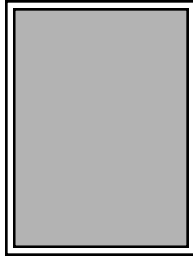
Photo Shoots: are charged at \$75 per hour + film and processing, with a one hour minimum. All models, props, etc. must be provided by the advertiser. Photo shoots must be scheduled at least two weeks before artwork deadlines.

CANCELLATIONS

Advertising cancelled after the reservation deadline will be charged for 50% of the reserved space. Ads that are composed by the Utah Bar Journal production department but then do not run, will be charged for the work completed as of the cancellation date.

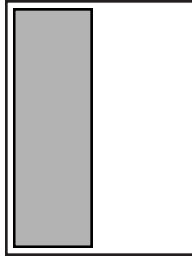
**To reserve ad space in the *Utah Bar Journal*, contact Laniece Roberts at:
 Phone: (801) 538-0526 • Fax: (801) 363-0219 • e-mail: www.UBJads@aol.com**

DISPLAY AD DIMENSIONS & COSTS



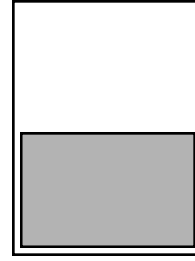
Full Page Ad
7.5" x 10" with border
or 8.5" x 11" + bleed

Black & White.....\$700
Full Color.....\$1,300



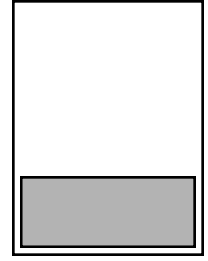
1/2 Page Vertical
3.375" x 9.5"

Black & White.....\$475



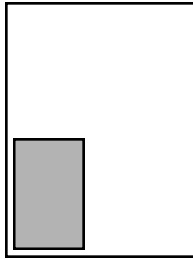
1/2 Page Horizontal
7" x 4.75"

Black & White.....\$475



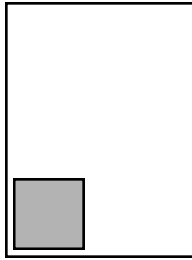
1/3 Page Horizontal
7" x 3.375"

Black & White.....\$400



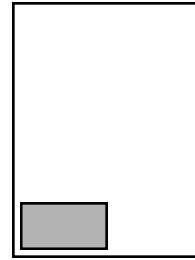
1/4 Page
3.375" x 4.625"

Black & White.....\$350



1/6 Page
3.375" x 3.375"

Black & White.....\$300



Business Card Ad
3.5" x 2"

Black & White.....\$250

Call for prices & availability on cover ad space.

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

Ads that bleed must include a .25" bleed all the way around.

COLOR IN ADS

To use additional colors in your advertisement, add \$200 to the black & white prices above for each PMS color used. Four-color process ads are also available on full page ads only.

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 10% to the prices above. Please call for availability.

SUBMITTING ARTWORK

Submit disks or artwork to: **Utah State Bar • 645 South 200 East • SLC, UT 84111**

Electronically: We prefer to receive ads electronically on 100Mb Zip disk, CD, or by e-mail at UBJads@aol.com. Electronic ads must be submitted in PDF format with fonts embedded, or in **Macintosh format** QuarkXpress, Adobe Illustrator, or Adobe Photoshop. Be sure to **include all support files** (art files and printer fonts) **as well as a hard-copy proof**. For four color process ads a color-key or color proof must be provided. Please submit electronic ads early to ensure proper output.

Negatives: should be provided right-reading, emulsion-side down (RRED), printed out at a 133 to 150 line screen. (Two sets of negatives and a color proof are required on 4-color process ads.)

Paper Positives & Laser Prints: We can scan your paper ads for publication. However, disks or negatives are preferred and generally provide better quality.

DISPLAY AD DISCOUNTS

A contract to place 3–4 insertions within a year = a 5% discount. A contract for 5–8 insertions within a year = a 10% discount. A contract for 9 consecutive issues (1 full year) = a 15% discount.

A 15% discount is given for advertising bought by an advertising agency. No other discount applies to ads receiving an agency discount.

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