

ADVERTISING RATES

Effective January 1, 2010

4-Color Rates

Ad Size	1x	4x	6x	8x
Full page	\$2,498	\$2,373	\$2,248	\$2,214
2/3 page	\$2,136	\$2,030	\$1,923	\$1,894
1/2 Page	\$1,670	\$1,587	\$1,503	\$1,480
1/3 Page	\$1,189	\$1,130	\$1,070	\$1,054
2-Page Spread	\$4,596	\$4,367	\$4,137	\$4,075

Black & White Rates

Ad Size	1x	4x	6x	8x
Full page	\$2,000	\$1,900	\$1,800	\$1,773
2/3 page	\$1,641	\$1,559	\$1,477	\$1,455
1/2 Page	\$1,175	\$1,116	\$1,058	\$1,042
1/3 Page	\$914	\$868	\$823	\$810
2-Page Spread	\$3,600	\$3,420	\$3,240	\$3,191

Cover Positions

Position	1x	4x	6x	8x
Inside Front Cover	\$4,097	\$3,892	\$3,687	\$3,632
Inside Back Cover	\$3,397	\$3,227	\$3,058	\$3,012
Back Cover	\$4,197	\$3,987	\$3,777	\$3,720
Page 3 or 5	\$3,123	\$2,966	\$2,810	\$2,768

No charge for bleed.

NOTE: All rates are NET to publisher.

ADVERTISEMENT SIZES

Trim size of publication: 8-1/8" x 10-7/8"

Non Bleed Sizes Width x Height

Full Page	7" x 10"
2/3 Page	4-5/8" x 10"
1/2 Page Horizontal	7" x 4-7/8"
1/3 Page Vertical	2-1/4" x 10"
1/3 Page Square	4-5/8" x 4-7/8"
2-Page Spread	14" x 10"

For Spread Ads (other than center fold) allow 1/2" dead area in the gutter. Headlines that run across the center seam should be split between words not letters.

Bleed Sizes Width x Height

Full Page	8-3/8" x 11-1/8"
2-Page Spread	16-1/2" x 11-1/8"

Add at least 1/8" to trim side for all edges that bleed.

Keep all live matter at least 3/8" from trim. If an ad is to bleed, registration marks must be accurately applied.

Acceptable Materials

Digital material is required. Acceptable file formats are high-resolution PDF (Press Optimized) all fonts embedded. All 4-color images must be CMYK and minimum 300 DPI. Text to print in black ink should be on black file only (not 4C). InDesign files (MAC) may also be provided. Materials submitted in non-standard sizes are subject to rejection or publisher's adjustment.

Paralegal Today is Published Quarterly by Conexion International Media, Inc.

2010 EDITORIAL CALENDAR & AD CLOSING DATES

Issue Date	Editorial Theme	Special Feature	Ad Space	Ad Materials
Jan/Mar	Education and Training; Paralegal Achievements	What's Hot - What's Not. Paralegal Success Stories	27-Nov	4-Dec
Apr/June	Career Advancement	Annual Salary Survey. Latest Employment Overview	1-Mar	8-Mar
Jul/Sep	Litigation / Corporate / Specialties	Latest Trends & Techniques; Corporate & Practice Specialties	1-Jun	8-Jun
Oct/Dec	Legal Technology; Paralegal Trends	Annual Technology Survey.	2-Aug	9-Aug

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