



## ADVERTISING RATES 2021

Advertise in the Bar Association's *Bar Journal* newsletter and Annual Directory and reach over 1,000 SCBA members, including judicial officers, attorneys and other legal professionals in Sonoma County.

### Bar Journal NEWSLETTER Rates and Specifications

The *Bar Journal* newsletter is a full color 24- page publication published quarterly; issues are distributed at the beginning of Jan. (Winter), April (Spring), July (Summer), & Oct. (Fall)

SPACE	2X FREQUENCY	4X FREQUENCY (30% DISC.)
2/3 Page Ad – Back Cover (7.25" x 6.5")	\$1,005	\$700
Full page Ad – Inside front/back	\$870	\$609
Full page Ad – Run of Book	\$835	\$584
1/2 Page Ad – Inside front/back	\$810	\$566
1/2 Page Ad – Run of Book	\$675	\$472
1/4 page Ad – Run of Book	\$460	\$322
1/6 page Ad – Run of Book	\$230	\$161
1/8 page Ad (Business Card) – Run of Book	\$150	\$105

(Add 10% to 2X rates for Single Placement Ad)

#### 4X FREQUENCY BONUSES

1 free e-mail blast during calendar year (\$300 value)

20% discount on any SCBA Directory Tab ad

#### Ad Dimensions (width x height):

**Full page:** 7.25" x 9.5"; **1/2 page:** 7.25" x 4.5"; **1/4 page:** 3.5" x 4.5"; **1/6 page:** 3.5" x 2.75"

**2021 Advertising Deadlines—4 Issues Per Year (last date to reserve ad for issue):**

**Spring:** Feb. 15 '21 • **Summer:** May 10 '21 • **Fall issue:** Aug. 09 '21 • **Winter:** Nov. 09 '21

For ads, PDF or eps format preferred.

Jpeg and tiff formats will be accepted, but there is no guarantee of quality. Circulation Rate is 1,000.

For Bar Journal reservations, contact Caren Parnes at 707-758-5090 or [caren@enterprisinggraphics.com](mailto:caren@enterprisinggraphics.com)