

The Supplement is...



A distinctive, eight-page newsletter published four times a year, in February, June, September, December, for the approximately 3,050 members of the Maine State Bar Association.

Bright, tight and easy to read, *The Supplement* keeps MSBA members up to date on Association and general statewide legal news. No copy goes unread!

Our readers are people with wide ranging interests who want to advance their legal practices and enhance their personal and family lives.

Printed in *The Supplement* in distinctive Helvetica Neue Condensed, classified ads are eagerly read for their listings of job vacancies, items for sale, office space availabilities and more. Members and other advertisers frequently find additional uses as well.

**Note:** As a bonus to advertisers and a convenience to MSBA members, all classified ads are also published in the members-only section of the MSBA's website at [www.mainebar.org](http://www.mainebar.org).

## Supplement Classified Advertising

- **General Ads:** First 30 words, \$45, each additional word 75 cents. MSBA members each get one free annual ad of 30 words.
- **Employment ads for Maine lawyers:** First 45 words free, each additional word 75 cents.
- **Transmission:** E-mail as plain text or in any word-processing format to [info@mainebar.org](mailto:info@mainebar.org); fax to 207-623-0083; or by post to Supplement, P. O. Box 788, Augusta ME 04332-0788.
- **Payment:** Checks should be made payable to Maine State Bar Association, and mailed to Lisa Pare, P. O. Box 788, Augusta ME 04332-0788.
- **Deadlines:** Payment and ad copy must be received no later than the second week of the month preceding publication.

### Questions?

Contact Advertising Coordinator Lisa Pare ([lpare@mainebar.org](mailto:lpare@mainebar.org)) or the editor at ([info@mainebar.org](mailto:info@mainebar.org)), both at 1-800-475-7523.

Now with  
full color on all  
inside Journal  
pages!

# Advertiser's Guide to Maine State Bar Association Publications



Maine State Bar Association  
124 State Street • P. O. Box 788  
Augusta ME 04332-0788  
1-800-475-7523

## The Maine Bar Journal is...



A magazine of up to 72 pages per issue, published four times a year in January, April, July, and October. It serves a readership of approximately 3,050 members of the Maine State Bar Association, a voluntary professional organization comprising nearly 80 percent of all lawyers licensed to practice in Maine.

With essential features, interviews and scholarly articles of particular interest to Maine's legal community, the *Maine Bar Journal* is both a magazine and a periodical reference work, with an almost timeless shelf life.

## Our Readers are ...

Professional people with sizeable discretionary incomes. As attorneys, our readers look to *Maine Bar Journal* advertisers for help in enhancing their law practices and serving their clients, as well as improving their personal and family lives.

## Display Ad Dimensions

	Width	Height
Full page	7¼"	10"
2/3 page vertical (2 of 3 cols)	4¾"	10"
1/2 page horizontal	7¼"	4¾"
1/2 page vertical (1 of 2 cols)	3½"	10"
1/3 page horizontal	7¼"	3⅞"
1/3 page vertical (1 of 3 cols)	2¼"	10"
1/3 page island (2 of 3 cols)	4¾"	4¾"
1/4 page horizontal	7¼"	2⅜"
1/4 page island (1 of 2 cols)	3½"	4¾"
1/8 page island (1 of 2 cols)	2¼"	3½"

## Display Ad Rates

	1X	4X
Black & White		
Inside Full Page	\$535	\$1,926
2/3 page	\$435	\$1,566
1/2 page	\$315	\$1,134
1/3 page	\$220	\$792
1/4 page	\$160	\$576
1/8 page	\$135	\$486

	1X	4X
Four Color		
Back Cover	\$1,265	\$4,554
Inside Cover	\$1,035	\$3,726
Inside Full Page	\$750	\$2,700
2/3 page	\$600	\$2,160
1/2 page	\$445	\$1,602
1/3 page	\$310	\$1,116
1/4 page	\$230	\$828

## Maine Bar Journal Mechanical Requirements

- **File format:** Electronic pdf files are preferred. They should be created as high-resolution ("press") files with all fonts embedded and all colors in CMYK format. Bleeds are acceptable only on full-page and cover ads, extending 1/8-inch beyond the trim size, which is 8⅜ inches x 10⅞ inches.

Files may also be sent as TIFFs, JPEGs, or in Illustrator or InDesign formats (with all accompanying fonts and images).

Files sent in a word-processing format may require additional fees for reformatting or design. Images sent with word-processing files must be separate high-resolution TIFFs or JPEGs.

- **File transmission:** Files may be sent via e-mail to [info@mainebar.org](mailto:info@mainebar.org) or mailed on CD-ROM to Maine Bar Journal, P. O. Box 788, Augusta ME 04332-0788.

- **Deadlines: Payment and ad files must be received no later than the second week of the month preceding publication.**

## Production Notes

- **Trim size:** 8⅜ inches x 10⅞ inches
- **Format:** Two and three columns
- **Binding:** Saddle-stitched
- **Printing:** Four-color process and one-color (black); inside and cover web offset, 150-line screen.
- **Paper:** 80-pound low-gloss cover pages; 60-pound low-gloss inside pages.