

The Supplement is...



... A distinctive, eight-page newsletter published six times a year, in February, March, May, August, September, November, for the approximately 3,200 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.

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 jlovell@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 Friday of the month preceding publication.

Questions?

Contact Advertising Coordinator Lisa Pare (lpare@mainebar.org) or Editor John Lovell (jlovell@mainebar.org), both at 1-800-475-7523.

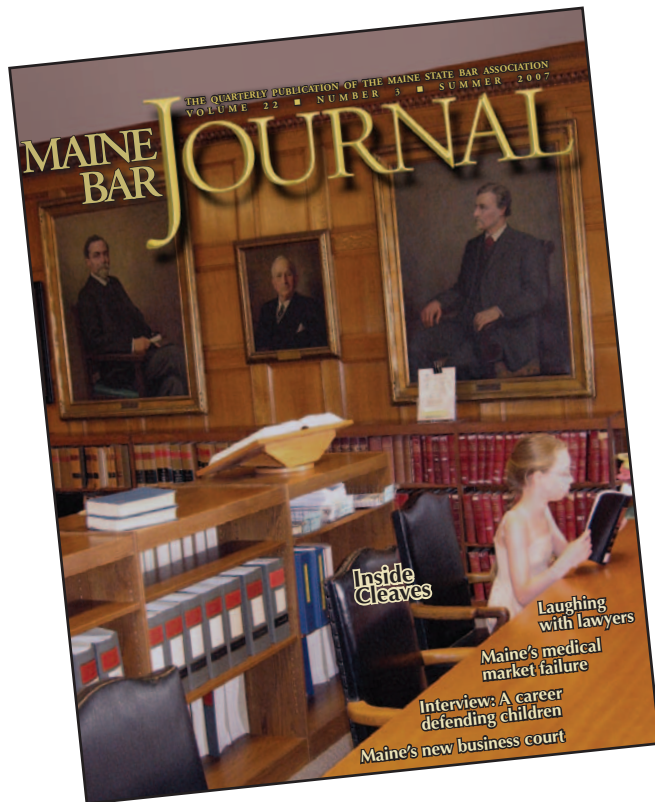
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Advertiser's Guide to Maine State Bar Association Publications



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 64–72 pages per issue, published four times a year in January, April, July, and October for a readership of approximately 3,200 members of the Maine State Bar Association, a voluntary professional organization comprising nearly 90 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 an \$80,000 median net annual income. More than 63% are between the ages of 45 and 65. Two thirds are men. About 42% are in law firms (including 33% in firms of 15 or more lawyers), 30% are solo practitioners, 13% are in government, 7% are in corporations, and the remaining 8% includes judges and retired lawyers. Our readers look to our 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"	2⅝"
1/4 page island (1 of 2 cols)	3½"	4¾"
1/8 page island (1 of 2 cols)	2¼"	3½"

Display Ad Rates

Black & White	1X	4X
Inside full page	\$465	\$1675
2/3 page	\$375	\$1350
1/2 page	\$275	\$1000
1/3 page	\$190	\$685
1/4 page	\$140	\$500
1/8 page	\$115	\$420

Four Color	1X	4X
Back cover full page	\$1100	\$3960
Inside cover full page	\$900	\$3235
Inside full page	\$650	\$2350
2/3 page	\$525	\$1890
1/2 page	\$385	\$1385
1/3 page	\$270	\$970
1/4 page	\$200	\$725

Maine Bar Journal Mechanical Requirements

• **File format:** Highest resolution (Adobe "press quality") pdf files are preferred, with all fonts embedded and all colors in CMYK. Bleeds are acceptable only on full-page and cover ads, extending 1/8 inch beyond the trim size, which is 8⅞ inches x 10⅞ inches. Files may also be sent as TIFFs or JPEGs.

• **File transmission:** Files may be sent via e-mail to jllovel@mainebar.org; or mailed on CD-ROM to Maine Bar Journal, P.O. Box 788, Augusta ME 04332-0788.

Bar Journal Deadlines

For ads and payment: *Winter (January):* 1st Friday of December. *Spring (April):* 1st Friday of March. *Summer (July):* 1st Friday of June. *Fall (October):* 1st Friday of September.

Production Notes

Trim size: 8⅞ 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.