

Chicago Daily Law Bulletin

A Publication of Law Bulletin Publishing Company®



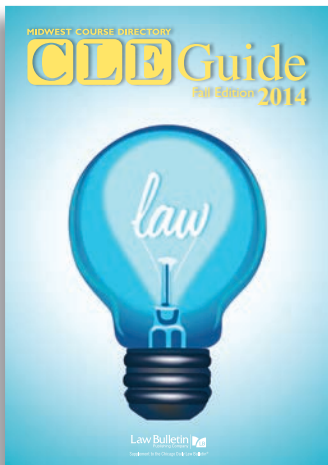
2015 Advertising Media Kit

Editorial Calendar

Space Close Material Close



Bank Guide	01.31.15	02.07.15
Spring CLE Guide	02.02.15	02.06.15
Legal Technology Update	03.30.15	04.03.15
Law Day	03.30.15	04.03.15
Spring New Attorneys Section	05.18.15	05.22.15
Sullivan's Law Directory	05.29.15	06.02.15



Judicial Profiles	07.06.15	07.13.15
Fall CLE Guide	08.10.15	08.14.15
40 Under Forty	08.17.15	08.28.15
ADR Guide	11.09.15	11.13.15
South of I-80	11.13.15	11.20.15
Calendar	11.13.15	11.20.15



Women in Law	11.20.15	11.27.15
Year in Review	11.30.15	12.04.15
Winter New Attorneys Section	11.30.15	12.04.15
Lawyers' Handbook	12.01.15	12.04.15

Chicago Daily Law Bulletin®

2015 Ad Rates & Sizes

Black & White Rates

All rates are per insertion

Rates listed are net • Agencies add 15%

	Open	5X	10X	26X	52X	156X
Full Page	\$3,065	\$2,899	\$2,799	\$2,658	\$2,356	\$1,812
Tab Page	\$1,747	\$1,595	\$1,515	\$1,436	\$1,272	\$960
1/2 Page	\$1,531	\$1,398	\$1,328	\$1,258	\$1,115	\$842
1/4 Page	\$873	\$796	\$756	\$718	\$636	\$480

Front page & back page rates inquire within

Spot color is available at a 30% upcharge

Insert Rates

Maximum insert size is 7.5" x 11" \$2,500

No postal indicia on supplied inserts

Send proof of insert one week prior to publishing to establish acceptance

For more information about rates and special issues, contact one of our sales representatives today:

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DEADLINES

Three business days prior.

Ad to be sent as a high resolution PDF.



FRONT
2 col. x 6"
4.5625" x 6"



Full page
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14.125" x 21"



Tab page
4 col. x 13.50"
8" x 13.50"



1/2 vertical
3 col. x 21"
7" x 21"



1/2 horizontal
7 col. x 10.5"
14.125" x 10.5"



Strip ad
7 col. x 2.5"
14.125" x 2.5"



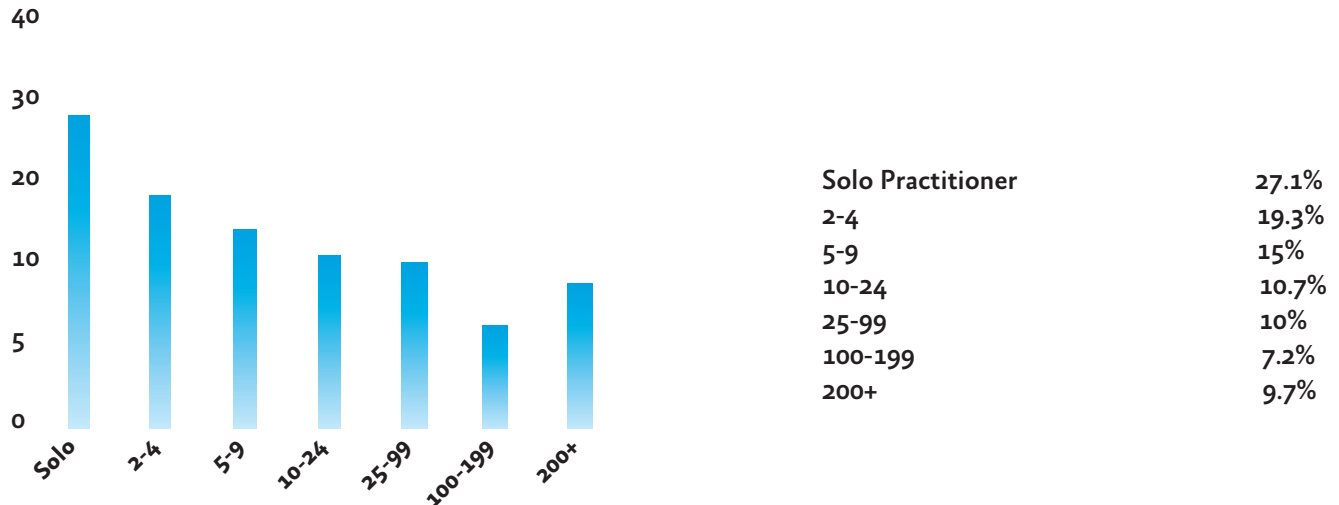
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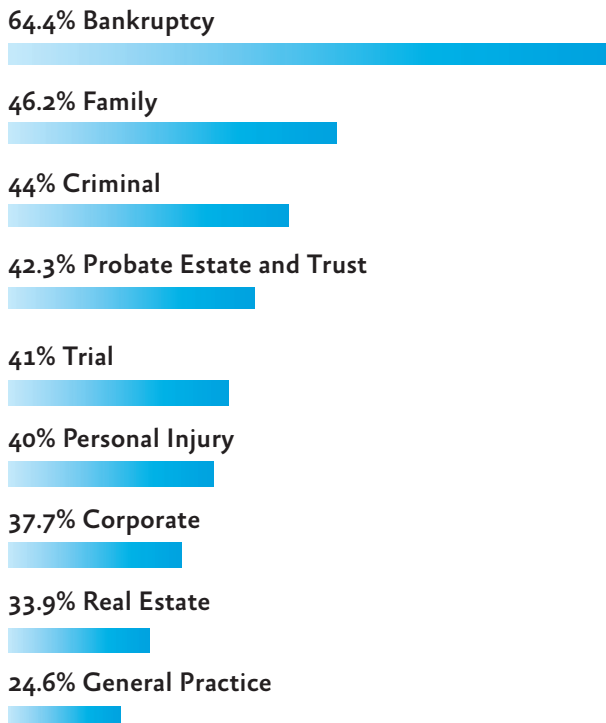
Demographics & Statistics of our Readership

Law Firm Size

Percentage of circulation



Areas of Law*



*The *Chicago Daily Law Bulletin*® is largely a litigator's publication. Many of the attorneys who list categories of law are also litigators in those areas.

Chicago Daily Law Bulletin®

Submitting Ads

Mechanicals

- The *Chicago Daily Law Bulletin*® is printed offset on premium 35 lb. newsprint
- Halftone/line screens up to 100 are accepted, 85 is preferred
- Maximum insert size is 7" x 11" [flat or folded]
- Acceptable ad format: MAC or PC electronic files [see below for formats]
- 4 color available only with the Law Day Edition of the *Chicago Daily Law Bulletin*®
- Spot colors are available daily [please call for rates]

Electronic File Submission Requirements

Platform/Media: MAC CD ROM, 100 MB Zip • PC CD ROM, 100 MB Zip • Email • FTP

Proofs: Proofs of final version of files to be imaged must be provided with electronic files. Proofs must be at 100 percent, please tile if necessary. Also include crop marks to show finished size. Files will not be imaged without proofs.

Software & Version: Both MAC/PC QuarkXpress® versions 5 or 8.02, Adobe® Photoshop® CS4 11.0.1, Adobe® Illustrator® CS4 14.0, Adobe® InDesign® CS4 6.0.1 and high-res PDF's with fonts embedded. We do not accept Publisher, Microsoft® PowerPoint or CorelDraw® files.

Fonts: To minimize any problems in processing your files, please use only Postscript type1 fonts. You must send all of the fonts used in your digital files. We will use these fonts only to output your material. Prior to sending a disk for output, please use a preflight program to ensure that all necessary elements are on the disk – such as images, fonts, miscellaneous linked files, etc. Also, please verify that you are sending the correct version of the files.

Images: Acceptable electronic file formats are TIFF, JPEG or EPS. Images should be scanned at sufficient resolution for the screens used.

- Spot color ads at 100 line screen
- B&W ads at 85 line screen

Note: Scanning at a higher resolution than necessary increases the file size without adding image quality.

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