

A low-angle photograph of the Chicago skyline, featuring several tall skyscrapers with dark glass facades. In the foreground, a large, vibrant red sculpture with curved, overlapping bands is visible. The sky is a pale, clear blue.

Chicago Lawyer[®]

A Publication of Law Bulletin Publishing Company[®]

2015 Advertising Media Kit

Chicago Lawyer®

2015 Advertising Media Kit

Keeping with its award-winning editorial content and expanding its insights and perspectives on current legal topics, the Chicago Lawyer magazine maintained its dominance as this market's flagship legal publication.

Chicago is a target-rich legal market. The Chicago Lawyer magazine delivers a readership of Managing Partners in Chicago's largest law firms, all Corporate Counsel in the State of Illinois, law firm managers, solo and small firm attorneys, the judiciary, government attorneys and finally, many others allied to the legal profession.

These attorneys and legal professionals make or influence the buying decisions for their law firms and law departments in several areas including banking, investments and financing, litigation support, technology from the front to the back office, recruitment and also the day to day operation decisions for their law firms.

The readership of the Chicago Lawyer magazine is a sought-after consumer with tremendous purchasing power for a variety of high-end products and services. This affluent audience has an average household income of \$310,000.

Maximize your exposure and visibility to this niche market of legal professionals by making the Chicago Lawyer magazine part of your 2015 advertising schedule.

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

Adam Hrejsa, 312.644.2942, ahrejsa@LBPC.com
Fax: 312.644.0542

Diane Oen, 312.644.4604, doen@LBPC.com
Fax: 312.644.0542

Display Advertising Manager:
Brad Hanahan, 312.644.2801, bhanahan@LBPC.com

ChicagoLawyer®

Editorial Calendar



December 2014/January 2015

Person of the Year

Space Close

11.10.14

Material Close

11.14.14

February 2015

Sports Law

01.05.15

01.09.15

March 2015

Corporate Counsel

01.30.15

02.06.15

April 2015

Personal Injury

02.27.15

03.06.15

May 2015

Technology and Law

04.03.15

04.10.15

June 2015

Largest Law Firm Survey

05.01.15

05.08.14

July 2015*

Diversity Survey

05.29.15

06.05.15

August 2015 *

*Pro Bono Survey
Intellectual Property*

07.06.15

07.10.15

September 2015

*Law Firm Real Estate and
Real Estate Law*

07.31.15

08.07.15

October 2015 *

Settlement Survey

09.08.15

09.11.15

November 2015 *

Lateral Moves in Law Firms

10.02.15

10.09.15

December 2015/January 2016

Person of the Year

11.06.15

11.13.15

**Special Section within issue*

Chicago Lawyer®

Added Value Market Package

Reach out to Chicago, a target-rich legal market, with this valuable special offer.

EDITORIAL OPPORTUNITY INCLUDES:

- Article with a maximum length of 700 words
- Bio and high resolution photo of author
- Professionally designed article
- PDF of article and advertisement

PRINT SPECIFICATIONS:

- Full page ad:
8.75" X 10.25"
- Full page w/bleed:
9.5" X 11"
- Trim size:
9.25" X 10.75"



**July
2015**
Wealth
Management



**August
2015**
Corporate
Counsel



**October
2015**
Litigation
Support



**November
2015**
Legal
Technology

Chicago Lawyer®

2015 Ad Rates & Sizes

Four color rates - full pages

Premium Position Rates	Open	6X	11X
Inside front cover	\$4,265	\$3,900	\$3,500
First right hand page	\$4,265	\$3,900	\$3,500
Page four or five	\$4,150	\$3,735	\$3,300
Opposite to Table of Contents	\$4,150	\$3,735	\$3,300
Back cover	\$4,265	\$3,900	\$3,500
Two page color spread	\$6,235	\$5,500	\$4,950
Full page four color - run of press	\$3,670	\$3,330	\$2,960

Four color - fractional sizes	Open	6X	11X
Tab	\$3,150	\$2,950	\$2,750
1/2 page	\$2,950	\$2,700	\$2,500

Preprinted insert rates	Open	3X
Bound-in cards	\$2,600	\$2,080
Poly-bagged	\$3,000	\$2,750

Maximum size is 7.5" x 10.5"
 Materials with postal indicias will not be accepted
 Actual sample must be presented
 All materials must be pre-approved

All rates are per insertion

Rates listed are net • Agencies add 15%

Bleed size - 9.5" x 12.25"

Bleed trim - 9.25" x 12"

Full page non-bleed - 8.75" x 11.5"



Full page
8.75" x 11.5"



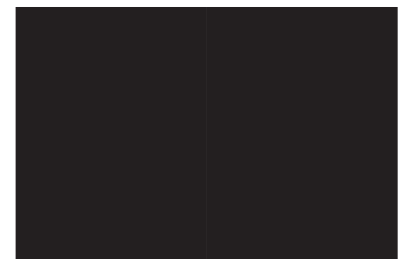
Tab page
4.9" x 7.5"



1/2 horizontal
7.437" x 4.705"



1/2 vertical
3.637" x 9.681"



Two Page Spread
18.5" x 12"
Add .125 bleed on each side

Demographics & Statistics

Circulation:

- All of the 2,060 Chicago Chapter of American Corporate Counsel members
- Managing Partners at Chicago's largest law firms
- Firm administrators of Chicago's largest law firms
- Key government officials in the metropolitan Chicago area

More and more, law firms are turning to expert consultants in several areas, including:

Technology

Trial/Jury consultants of all types

Accounting firms for both forensic accounting and asset valuation

Banks can benefit from reaching out to law firms - Four areas:

- Wealth management – for the affluent, high household income audience
- Private banking services for their law firms / loans and corporate checking
- Trust services
- Referral business

Circulation Breakdown

47.9% Multi-Attorney Firm

18.1% In-House/Corporate Counsel

18.5% Solo

12.4% Government

Role in Firm

66.5% Managing Partner/Partner/Sole Practitioner

Area of Specialization

55.4% Trial

54% Corporate

53.8% Litigation/P.I.

52.4% Real Estate

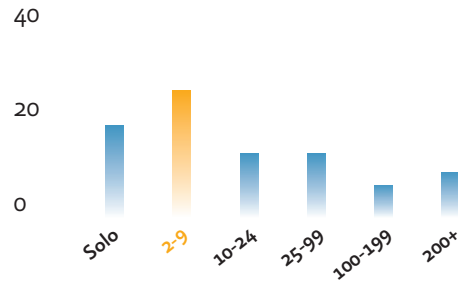
49% Insurance

46% Criminal

28% Probate

Law Firm Size

Percentage of circulation



Solo Practitioner 20.9%

2-9 26.5%

10-24 15%

25-99 15.4%

100-199 9.3%

200+ 12.9%

Outside Trial Consultants

46.8% Accounting/Forensic/Valuation

31.5% Litigation Support

21.8% Computer Technology

19.4% Courtroom Technology

58% - Have purchasing authority

Legal Specific Software in Firm or Corporate Legal Department

41.6% Imaging and Scanning

24.9% Litigation Support

21.5% e-Discovery

Chicago Lawyer®

Submitting ads

In order to efficiently process digital ads, one high-resolution, composite file is the goal. This file can either be a print optimized PDF (PDF/X-1a) or a TIF for placement in a page layout program. The following guidelines and specifications are to assist you in this process.

Preferred file types:

PDFs created with Acrobat and TIF files from Photoshop. When creating your ad using a page layout program it is highly recommended that you create a postscript file. Acrobat Distiller can be used to create a PDF from your EPS file. Exporting an EPS file from your page layout program and distilling with Acrobat will insure that all of the fonts will be embedded into your PDF file for placement into the page layout program by the publisher. When creating an ad in PhotoShop you should flatten the file before submitting it. If you use Illustrator to create your ad, you should convert your fonts to outlines.

Ad construction:

The document size of the ad should be the same as the desired final size of the ad.

On full page ads, all vital copy (text or images) should be no closer than 1/4" to the trim. Any ad that is designed to bleed should extend at least 1/8" past the trim. All trim and registration marks should be offset by 9 points or 1/8".

Make sure all colors in the color palette are correctly defined as Process (CMYK). All RGB, LAB and Index colors must be converted to CMYK or they will not print correctly.

Do not use rules less than .25 point. These may not appear in the final product.

Trapping:

You are responsible for Overprint and Knockout settings.

Fonts:

If you supply a .pdf or .tif as instructed above, all fonts will automatically be embedded into your file and there will be no need to supply fonts to the publisher.

Graphics:

All screened graphics should have an effective resolution of 300 DPI. All Bitmap graphics (line art) should have an effective resolution of 600 DPI.

Note:

When you enlarge a graphic, you are changing the effective resolution. For example, a 300 dpi graphic placed at 200% will have an effective resolution of 150 dpi.

Do not embed EPS files within another EPS file. Nesting EPS files can cause output errors.

All duotones should be created in a photo manipulation program, such as Photoshop (version 5.02 or higher). Graphics colorized in a page layout program may not print as expected. If you are using Quark, the Creo Color TIFF XT extension will allow you to colorize TIFFs in Quark with predictable results.

Acceptable media:

email, CD-Rom, USB drive

Send snail mail materials to:

Law Bulletin Publishing Company
415 North State Street
Chicago, Illinois 60654

ChicagoLawyer

Chicago Daily Law Bulletin.

DIGITAL DISPLAY AD PACKAGES

Comprehensive, multimedia campaign directed at more than 5,000 lawyers and judges in the Loop and 5,000 more in the suburbs. Each with an average annual income of \$310,000.

1

2

3

Core Site
ChicagoLawBulletin.com

Leaderboard or Box ad:
Same position for 4 weeks

Core Site
ChicagoLawyerMagazine.com

Leaderboard or Box ad:
Same position for 4 weeks

Mobile Site
ChicagoLawBulletin.com

“Big Feature” for 1 week
“Mini Banner” for 3 weeks

EACH PACKAGE: \$1,499 / MONTH OR \$1,199 / MONTH FOR 3 MONTHS

Online Statistics

Advertisement Activity Levels

- 77,000 page views per month
- 34,000 visits per month
- 17,400 visitors per month
- 2.25 page views per visit

Online Statistics

Advertisement Activity Levels

- 25,000 page views per month
- 10,200 visits per month
- 9,000 visitors per month
- 2.5 page views per visit



For rates and more information, please contact: Brad Hanahan | 312.644.2801 | bhanahan@LBPC.com

Chicago Lawyer

Chicago Daily Law Bulletin.

SPONSORED CONTENT PACKAGE

Comprehensive, multimedia campaign directed at more than 5,000 lawyers and judges in the Loop and 5,000 more in the suburbs. Each with an average annual income of \$310,000.

package includes:

1

Professionally written story features you as the leader/expert in article. Quotes from you and paragraph on your business and how to contact you. You will be interviewed and will be able to pick the theme of the article.

2

Your story* featured “natively” within the rest of the editorial of the Chicago Daily Law Bulletin desktop (core) website for four weeks.

3

Story also featured on mobile version site.

4

Two following months story highlighted on sponsored content section of website.

5

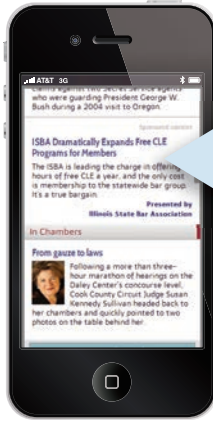
All stories and ads to your website.



BONUS: Banner and box ad on your story's page (for special messaging)

DESKTOP AND MOBILE SITES - \$1,200 TOTAL FOR ALL THREE MONTHS

*All stories will be passed through an editorial vetting process and may be revised to be in line with our editorial standards



For rates and more information, please contact: Brad Hanahan | 312.644.2801 | bhanahan@LBPC.com

Chicago Lawyer

Chicago Daily Law Bulletin.

E-BLASTS

Chicago Daily Law Bulletin.

\$1,000 per month

- 3,100 sent daily



Chicago Lawyer

\$750 per month

- 23,000 sent semi-monthly



Chicago Lawyer network

\$750 per month

- 7,000 sent weekly



ChicagoLawyer

Chicago Daily Law Bulletin.

DEDICATED E-BLASTS

ChicagoLawyer®



THROW A PARTY LIKE YOU JUST MADE PARTNER.

Introducing Kitchensurfing: personal chefs prepare curated menus in your home. And just in time for the holidays, you can win a dinner party for 10 on us. So you can focus on the best part of the party—being the host.

Enter to win now and get \$50 off your first order.

Enter to Win

Paid advertisement. For information on how your company can cost-effectively advertise in future issues, contact Brad Hanahan at 312-644-2801 or e-mail bhanahan@lbpc.com.

23,000 opt-in recipients • \$1,500 per E-Blast

For rates and more information, please contact: Brad Hanahan | 312.644.2801 | bhanahan@LBPC.com