

# Sullivan's Law Directory®

## AD SPECIFICATIONS

- \* Printed offset-black on white.
- \* There is a \$200 charge for typesetting/designing new ads.
- \* Customer ad alterations are \$100.
- \* Publication trim size is 6" wide by 9" deep
- \* All advertising subject to publisher's approval

Publication Date: **September**

**Deadlines:** Space/Materials due June 1

### Platform/Media:

Preferred format, Adobe PDF sent via email to: [shana@sullivanslawdirectory.com](mailto:shana@sullivanslawdirectory.com)

PCCD-Rom

MAC CD-Rom, DVD

Proofs: Final version of files to be imaged **MUST** be provided with disk files.

Proofs must be 100%, tile if necessary. Include crop marks to show finished size.

Files will not be imaged without proofs.

### Software & Versions:

PC- QuarkXpress (v 7.3 or lower)

MAC- QuarkXpress (v 7.3 or lower); InDesign (CS2 or lower);

Illustrator (v 10.0 or lower); Photoshop (CS or lower)

*Note:* Quark does not store the high res versions in the document

You **MUST** send all fonts and high res versions of the graphics used.

### About Fonts:

Please use only Postscript Type 1 fonts. You must send all of the fonts used in your digital files. We will use these fonts only to output your material. **DO NOT USE TRUETYPE FONTS.**

### EPS Images:

When creating EPS Images you **MUST** embed the fonts and convert all artwork to B/W. Please make sure the EPS is cropped to the actual ad size.



Full Page Ad  
5 5/16" wide x  
7 3/4" deep



Half Page Ad  
5 5/16" wide x  
3 1/2" deep



Box Ad  
29/16" wide x  
1" deep



Strip Ad  
5 5/16" wide x  
1" deep



Quarter Page Ad  
5 5/16" wide x  
1 5/8" deep  
(available only  
in Court Reporter  
Section)

Send Materials to: **Shana Hansen**

[shana@sullivanslawdirectory.com](mailto:shana@sullivanslawdirectory.com)

P: 847.947.4012 F: 847.883.0100

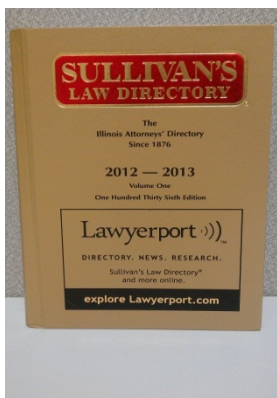
1360 Abbott Court

Buffalo Grove, IL 60089

Sales: **Shana Hansen**

[shana@sullivanslawdirectory.com](mailto:shana@sullivanslawdirectory.com) | 847.947.4012

[www.SullivansLawDirectory.com](http://www.SullivansLawDirectory.com)



# Sullivan's Law Directory®

## ADVERTISING

Publication Date: **September**

Distribution: 30,000

Sullivan's Law Directory® is often referred to by Illinois attorneys as the "bible" to lawyers in Illinois. Each year over 30,000 copies are distributed to attorneys and law firms throughout the state. With about 65,000 practicing attorneys in Illinois, this is a tremendous level of penetration. A readership survey showed that each copy is read by 2.4 attorneys per copy and 1.1 non-attorneys per copy for a total readership of over 140,000 legal professionals in Illinois. Sullivan's Law Directory® is comprised of a yellow-pages section dedicated to Court Reporters and a Lawyer's Service Mart section for services that attorneys rely upon.

### Included:

- Attorney names and law firm addresses, phone, fax and emails of over 65,000 practicing Illinois attorneys
- Federal, state, city, county and court officials
- Federal, state and local court rules
- Legal organization officers, addresses and phone numbers
- Law school faculty
- Corporate law departments
- Title insurance companies

### Geographic Coverage

55% Chicago  
 22.4% Suburban Chicago  
 10.5% Central Illinois  
 4.7% Northern Illinois  
 4.4% Southern Illinois  
 2% Western Illinois  
 1% out of state

### Firm

Firm Size  
 25.3% are firms of more than 50 attorneys  
 7.4% are firms of 21 to 50 attorneys  
 25% are firms of 6 to 20 attorneys  
 29.5% are firms of 2 to 5 attorneys  
 12.8% are solo practices

*"For years I've received great referrals as an advertiser."*  
 - Marian Vahl, Vahl Reporting, Waukegan, IL

*"Our reporting agency has advertised with Sullivan's for the past 10 years, and we are quite pleased with the increase of business we have seen over those years"*  
 - Lucinda Uphoff, Advantage Reporting Service, Peoria, IL

## Rates

### Service Mart Section vol. 1

Full Page 5-5/16" X 7-3/4" \$3,000  
 Half Page 5-5/16" X 3-1/2" \$2,300

### Attorney Section vol.1 (Downstate)

Box or Strip Ads \$2,000  
 Premium Box or Strip Ads \$2,300

### Court Reporter Section vol. 2

Full Page \$3,000\*  
 5-5/16" X 7-3/4"  
 Half Page \$2,300\*  
 5-5/16" X 3-1/2"

\*When you buy a full or half page ad, you receive the same ad in the Service Mart Vol. I for free.

### Combination Packages

Full pg + 5 strip ads \$3,600  
 Full pg + 10 strip ads \$3,800  
 Half pg + 5 strip ads \$2,900  
 Half pg + 10 strip ads \$3,100  
 5 Strip Ads 5-5/16" X 1" \$2,500  
 10 Strip Ads 5-5/16" X 1" \$2,900  
 20 Strip Ads 5-5/16" X 1" \$3,800

### Premium Positions

Include the front cover, back cover, spine, inside front cover, inside back cover, six front pages and four rear pages. Call for availability and prices

**See Ad Specifications on next page.**

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