

# Chicago Daily Law Bulletin

CHICAGOLAWBULLETIN.COM

2018 MEDIA KIT



A Product of Law Bulletin Media™

## 2018 MEDIA KIT

Since 1854, the Chicago Daily Law Bulletin has been delivering the must-have legal news to practicing lawyers across Chicagoland. Our daily newspaper provides award-winning stories and must-read breaking news from Illinois county and federal courts. Simply put, the Chicago Daily Law Bulletin is a must-read for every lawyer navigating a case to trial.

The Chicago legal community relies on the Chicago Daily Law Bulletin and [www.ChicagoLawBulletin.com](http://www.ChicagoLawBulletin.com) to provide news, events, public notices, court assignments and court opinions every business day. The legal field is constantly changing and the Chicago Daily Law Bulletin is the exclusive trusted source for law firms and litigation support providers in Chicago.

Whether you prefer to consume your news in a print or in a digital format, our editors format the news to meet our sophisticated readers' needs. Hot off the press, newspapers are hand-delivered to law firms in the Chicago Loop, and the daily headlines are e-mailed every afternoon to our digital audience. We also now have a digital flipbook or e-zine you can read on a tablet or mobile device.

Our advertising sales staff is well equipped to customize and market your product or services to our loyal, professional and purchasing power audience.



DEMOGRAPHICS & STATISTICS OF OUR READERSHIP

LAW FIRM SIZE  
PERCENTAGE OF CIRCULATION

27.1% Solo Practitioner

19.3% 2-4

15% 5-9

10.7% 10-24

10% 25-99

7.2% 100-199

9.7% 200+

AREAS OF LAW

FAMILY  
46.2%

CRIMINAL  
44%

PROBATE ESTATE  
& TRUST  
42.3%

TRIAL  
41%

PERSONAL  
INJURY  
40%

CORPORATE  
37.7%

REAL ESTATE  
33.9%

GENERAL  
PRACTICE  
24.6%

SPONSORED CONTENT

**EASILY GET YOUR COMPANY OR LAW FIRM IN FRONT OF AND PUBLISHED TO OVER 20,000 MEMBERS OF THE CHICAGO LEGAL COMMUNITY.**

**01**

Professionally written story features your company as the leader/expert. 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.

**02**

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

**03**

Stories will also be featured on our mobile site. All stories will be passed through an editorial vetting process and may be revised to be in line with our editorial standards.

**04**

Traffic is directed to a URL of your choice.

**BONUS: ROS 300x250 Ad**



2018 PRINT AD RATES & SIZES



|           | Open    | 5X      | 10X     | 26X     | 52X     | 156X    |
|-----------|---------|---------|---------|---------|---------|---------|
| Full Page | \$2,100 | \$1,890 | \$1,815 | \$1,670 | \$1,290 | \$1,050 |
| Tab Page  | \$1,575 | \$1,420 | \$1,360 | \$1,250 | \$1,335 | \$998   |
| 1/2 Page  | \$1,155 | \$1,040 | \$998   | \$920   | \$840   | \$735   |
| 1/4 Page  | \$578   | \$520   | \$500   | \$460   | \$420   | \$395   |

Maximum 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.

**All rates are per insertion. Rates are net. Agencies add 15%.**

For more information about rates and special issues, contact one of our team members today:

**Adam Hrejsa** | Sales Team Leader  
312-644-2942  
ahrejsa@lawbulletinmedia.com

**Sonia Garcia** | Sr. Account Executive  
312-644-4604  
sgarcia@lawbulletinmedia.com

**Mark Menzies** | Advertising Manager  
312-644-4610  
menzies@lawbulletinmedia.com

**Deadline**  
5 business days after  
ad reservation date

**Format**  
high resolution PDF  
(300dpi)



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



**FULL PAGE**  
7 col. x 21"  
14.125" x 21"



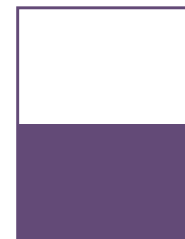
**TAB PAGE**  
4 col. x 13.5"  
8" x 13.5"



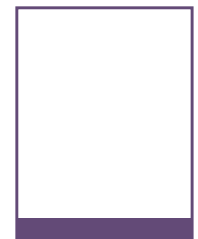
**1/2 VERTICAL**  
3 col. x 21"  
7" x 21"



**1/4 VERTICAL**  
3 col. x 10.5"  
7" x 10.5



**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"

## 2018 DIGITAL AD RATES & SIZES

ChicagoLawBulletin.com

**38K**

VISITS P/MONTH

**19.9K**

UNIQUES

| Digital Advertising                       | ROS Weekly | ROS Monthly |
|---|------------|-------------|
| Premium 728x90                            | \$600      | \$1,900     |
| Homepage Fixed Banner                     |            |             |
| Premium 300x600                           | \$550      | \$1,850     |
| Skyscraper                                |            |             |
| 300x250 Square                            | \$450      | \$1,400     |
| 728x90 Banner                             | \$500      | \$1,500     |
| Homepage Sponsored Content                | N/A        | \$1,600     |
| Homepage Featured Calendar Listing        | \$200      | \$400       |
| Daily Headline E-Blast- Circulation 3,200 | Weekly     | Monthly     |
| Premium Top 300x250 Box                   | \$600      | \$2,300     |
| 728x90 Banner                             | \$1,200    | \$1,900     |
| 2nd & 3rd (300x250) box                   | \$450      | \$1,600     |

ChicagoLawyerMagazine.com & ChicagoLawBulletin.com

**53K**

VISITS P/MONTH

**23K**

UNIQUES

| Digital Advertising | ROS Weekly | ROS Monthly | Combined Monthly Visits | Combined Weekly Visits |
|---------------------|------------|-------------|-------------------------|------------------------|
| 300x250 Square      | \$600      | \$2,100     | 84,000                  | 21,000                 |
| 728x90 Banner       | \$1,500    | \$4,000     |                         |                        |

Daily eBlasts

**12.8K**

VIEWS P/MONTH

**3.2K**

SENT TO SUBSCRIBERS

| Location        | Size    | Weekly  | Monthly |
|-----------------|---------|---------|---------|
| Top Banner      | 728x90  | \$1,200 | \$1,900 |
| Premium Top Box | 300x250 | \$600   | \$2,200 |
| Second Box      | 300x250 | \$450   | \$1,600 |
| Third Box       | 300x250 | \$450   | \$1,600 |



### eBlasts ads

- Choose your date, time and subject line
- Submit your own design or our design department will create a one for you

## AD SUBMISSION GUIDELINES

### Send materials to:

Law Bulletin Media  
415 North State Street  
Chicago, IL 60654

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Adam Hrejsa  
ahrejsa@lawbulletinmedia.com

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/X1a) or a TIF for placement in a page layout program. The following guidelines and specifications are to assist you in the process.

### Electronic File Submission Requirements

Platform/Media: Email, CD-ROM, USB (If you wish to have this returned, please provide a self-addressed, paid media envelope)

- Preferred file types
- PDFs exported from graphics software
- TIFs flattened and saved from Adobe Photoshop

You can also output your ad from a page layout program as a Postscript (PS) or from Adobe Illustrator as an EPS. Adobe Distiller can then be used to create a PDF ensuring that all fonts will be embedded and all artwork will be flattened.

### Other file types

Both MAC/PC QuarkXPress version 9.0, Adobe Photoshop CS6, Adobe Illustrator CS6, Adobe InDesign CS6 and high-res PDFs with fonts embedded. We do not accept Microsoft Publisher, Microsoft PowerPoint or CorelDraw files.

### 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. If you're sending packaged layout files, you must send all of the fonts used in your digital files. Prior to sending us your artwork, please use a preflight program to ensure that all necessary elements are included – such as images, fonts, miscellaneous linked files, etc.

### Images

All screened graphics should have 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.

### Trapping

You are responsible for Overprint and Knockout settings.

### 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. This may not appear.

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