

Chicago Daily Law Bulletin®

CHICAGOLAWBULLETIN.COM

2020 MEDIA KIT



A Product of Law Bulletin Media™

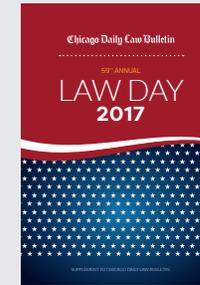
2020 MEDIA KIT

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 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

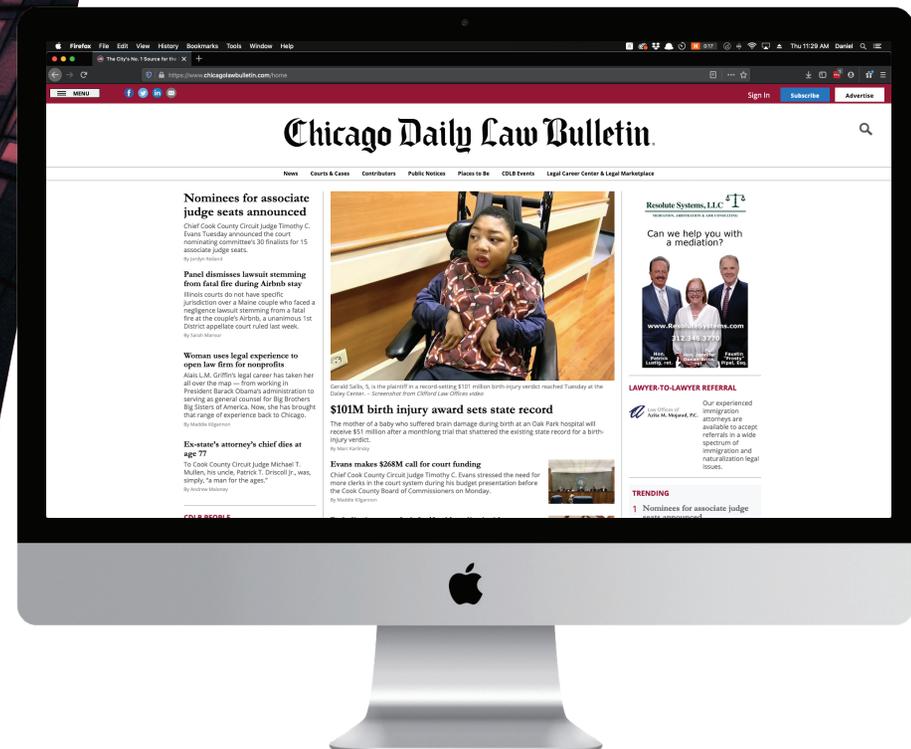
Your story featured "natively" within the editorial of the Chicago Daily Law Bulletin desktop (core) website for four weeks.

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

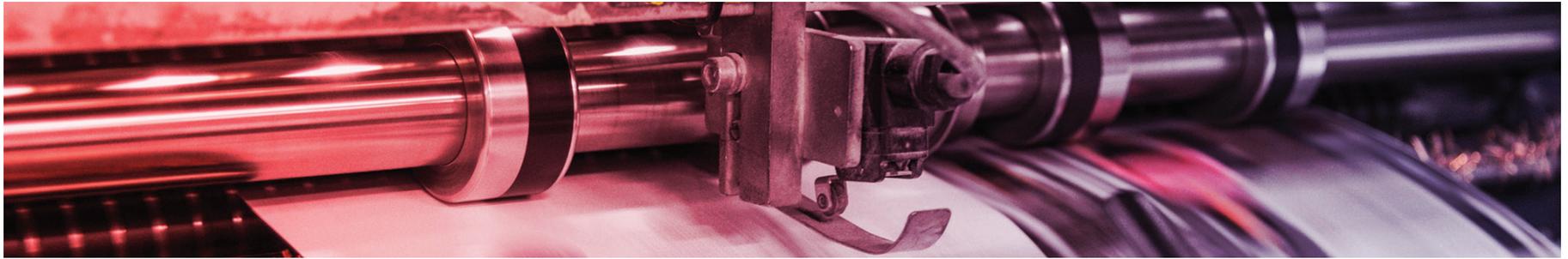
Traffic is directed to a URL of your choice.



4

FOR MORE INFORMATION, CONTACT ADAM HREJSA AT 312-644-2942 | AHREJSA@LAWBULLETINMEDIA.COM

2020 PRINT AD RATES & SIZES



	Open	5X	10X	26X	52X	156X
Full Page	\$2,163.00	\$1,946.70	\$1,869.45	\$1,720.10	\$1,328.70	\$1081.50
1/2 Page	\$1,189.65	\$1,071.20	\$1,027.94	\$947.60	\$865.20	\$757.05
1/4 Page	\$595.34	\$535.60	\$515.00	\$473.80	\$432.60	\$406.85

*Four Color is available for an additional \$200 per insertion

	1-9x	10-14x	15-25x	26+
Preprinted Inserts (Per insert price)	\$2,163.00	\$1,946.70	\$1,869.45	\$1,720.10

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)



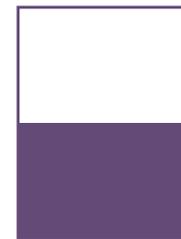
FULL PAGE
10" x 15"



1/2 VERTICAL
5" x 15"



1/4 VERTICAL
5" x 7.3"



1/2 HORIZONTAL
10" x 7.3"



STRIP AD
10" x 2"

2020 DIGITAL AD RATES & SIZES

ChicagoLawBulletin.com

33K USERS	54K UNIQUES	100K PAGE VIEWS
---------------------	-----------------------	---------------------------

Digital Advertising	ROS Weekly	ROS Monthly
240x400 Premium Tower Spot	\$600	\$1,900
300x250 Box ad	\$450	\$1,400
728x90 Banner	\$500	\$1,500

CDLB Morning Lineup

6K DAILY RECIPIENTS	~16K OPENS	12% OPEN RATE
-------------------------------	----------------------	-------------------------

Digital Advertising	Weekly	Monthly
728x90 Banner Premium Top Spot	\$650	\$2,300
728x90 Banner	\$400	\$1,250

CDLB Afternoon headlines

7K DAILY RECIPIENTS	~23K OPENS	17% OPEN RATE
-------------------------------	----------------------	-------------------------

Digital Advertising	Weekly	Monthly
728x90 Banner Premium Top Spot	\$750	\$2,500
728x90 Banner	\$500	\$1,700

Daily Headline Emails

MORNING LINEUP
POWERED BY Chicago Daily Law Bulletin

We're fluent in arbitration at JAMS. MEET OUR EXPERIENCED ARBITRATORS

OVERSTREET ANNOUNCES BID FOR HIGH COURT SEAT
Fifth District Appellate Court Justice David K. Overstreet announced his intention to run for the Illinois Supreme Court vacancy that will be created by Justice Lloyd Karmeier's retirement in 2020. Overstreet was elected to a seat on the 2nd Judicial Circuit Court in 2008 and was retained in 2014. The Illinois Supreme Court assigned Overstreet to fill a vacancy on the 5th District Appellate Court in 2017; he won election to the court in 2018.

COURT: JANUS NOT ENTITLED TO UNION FEE REFUND
Despite a U.S. Supreme Court declaration that mandatory union fees are unconstitutional, an appeals court has ruled plaintiffs forced to pay such fees are not always entitled to a refund. The 7th U.S. Circuit Court of Appeals this week ruled the union that collected fees from Mark Janus did so in good faith and under color of state law and a decades-old high court precedent, so he was not entitled to monetary damages in the case.

PROGRESSIVE PROSECUTORS FACE UPHILL BATTLE
Two dozen recently elected prosecutors who are pushing progressive policies across the country and breaking from decades of tough-on-crime thinking are facing sharp criticism from lawmakers, governors, police union leaders, fellow district attorneys and Trump administration officials — some are saying that the prosecutors are "improperly using their roles to decline charges and arguing that their policies will drive up crime rates," according to The Washington Post.

PLACES TO BE

LAP 2018 Annual Dinner
Lawyers' Assistance Program; 5:30 PM, November 14; The Union League Club, 65 W. Jackson Blvd, Chicago

Annie & Ai & You!
Women's Bar Association of Illinois; 5:30 PM, November 14; Ernst & Young, 155 N. Wacker Dr., 20th Floor, Chicago

"Citizen 85: The Hunt for Hitler's Hidden Soldiers in America" book signing
Illinois Holocaust Museum & Education Center; 2:00 PM, November 17; 9603 Woods Drive, Skokie

AABAR Judicial Reception
Arab American Bar Association of Illinois; 5:00 PM, November 20; Ahambra Palace Restaurant, 1240 W. Randolph St., Chicago

Chicago Daily Law Bulletin.

ADR Systems Welcomes Hon. Bridget M. McGrath, (Ret.)
Let us make your next steps.

Nominees for associate judge seats announced
Chief Cook County Circuit Judge Timothy C. Erwin Tuesday announced the court nominating committee's 30 finalists for 15 associate judge seats.

\$101M birth injury award sets state record
The mother of a baby who suffered brain damage during birth at an Oak Park hospital will receive \$51 million after a monthlong trial that shattered the existing state record for a birth-injury verdict.

Woman uses legal experience to open law firm for nonprofits
Alisa L.M. Griffin's legal career has taken her all over the map — from working in President Barack Obama's administration to serving as general counsel for Big Brothers Big Sisters of America. Now, she has brought that range of experience back to Chicago.

Hon. Patrick F. Lustig, ret.
312.346.3770
www.patricklustigmediation.com

The Word is Out! Pat Lustig is a Great Mediator!

Trump attacks whistleblower, but won't say name
President Donald Trump is blasting the media for not reporting the name of a person who has been identified in conservative circles as the whistleblower who spurred the impeachment inquiry. Yet Trump has carefully avoided using the name himself.

California school district to pay \$28M after boy hit by car
A Southern California school district will pay \$28 million in damages after a boy with special needs was hit by a car and severely injured while under the supervision of school personnel, attorneys said Tuesday in San Bernardino, Calif.

Illinois marijuana law aims to undo harm from past
In addition to expunging hundreds of thousands of criminal records for marijuana arrests and convictions, the law's architects added provisions meant to benefit communities that have been the most adversely affected by law enforcement's efforts to combat the drug.

LEGAL BRIEFS

CDLB People
News and notes from the legal community.

eBlasts ads

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

Sponsored Content

2 Weeks \$1,200

AD SUBMISSION GUIDELINES

Send materials to:

Law Bulletin Media
415 North State Street
Chicago, IL 60654

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.

Chicago Daily Law Bulletin®

CHICAGOLAWBULLETIN.COM