

CHICAGO LAWYER[®]

CHICAGOLAWYERMAGAZINE.COM

2020 MEDIA KIT



A Product of Law Bulletin Media™

2020 MEDIA KIT

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

Chicago is a target-rich legal market. *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 referring lawyers, outside counsel, banking, investments, litigation support, litigation funding, technology from the front to the back office, recruitment and also the day to day operation decisions for their law firms.

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



AUDIENCE PROFILE



CHICAGO AND ILLINOIS LEGAL PROFESSIONALS AND BUSINESSES

>20K Total Readership

- + Managing Partners
- + Firm administrators
- + Key government officials

MARKET TRENDS

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

TECHNOLOGY

TRIAL/JURY

ACCOUNTING FIRMS

BANKING INDUSTRY

Banks benefit from marketing to law firms in 4 areas:

WEALTH MANAGEMENT

PRIVATE BANKING SERVICES
Loans and Corporate Checking

TRUST SERVICES

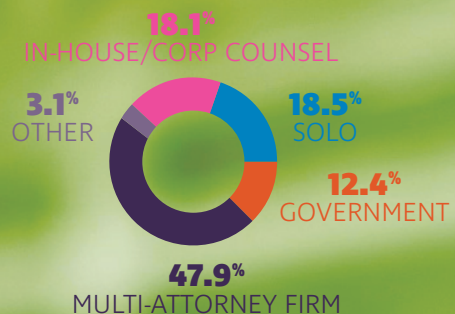
REFERRAL SERVICES

3

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

STATISTICS

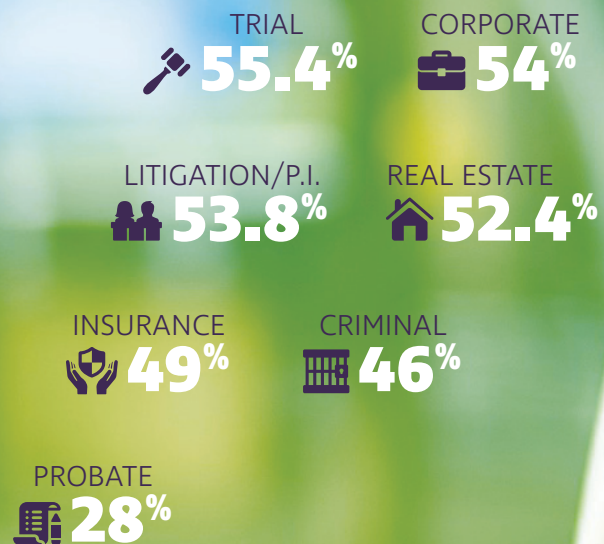
CIRCULATION BREAKDOWN



ROLE IN FIRM



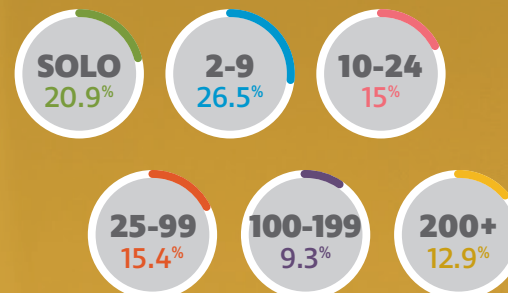
AREA OF PRACTICE



STATISTICS

LAW FIRM SIZE

Percentage of Circulation



OUTSIDE TRIAL CONSULTANTS



LEGAL SOFTWARE

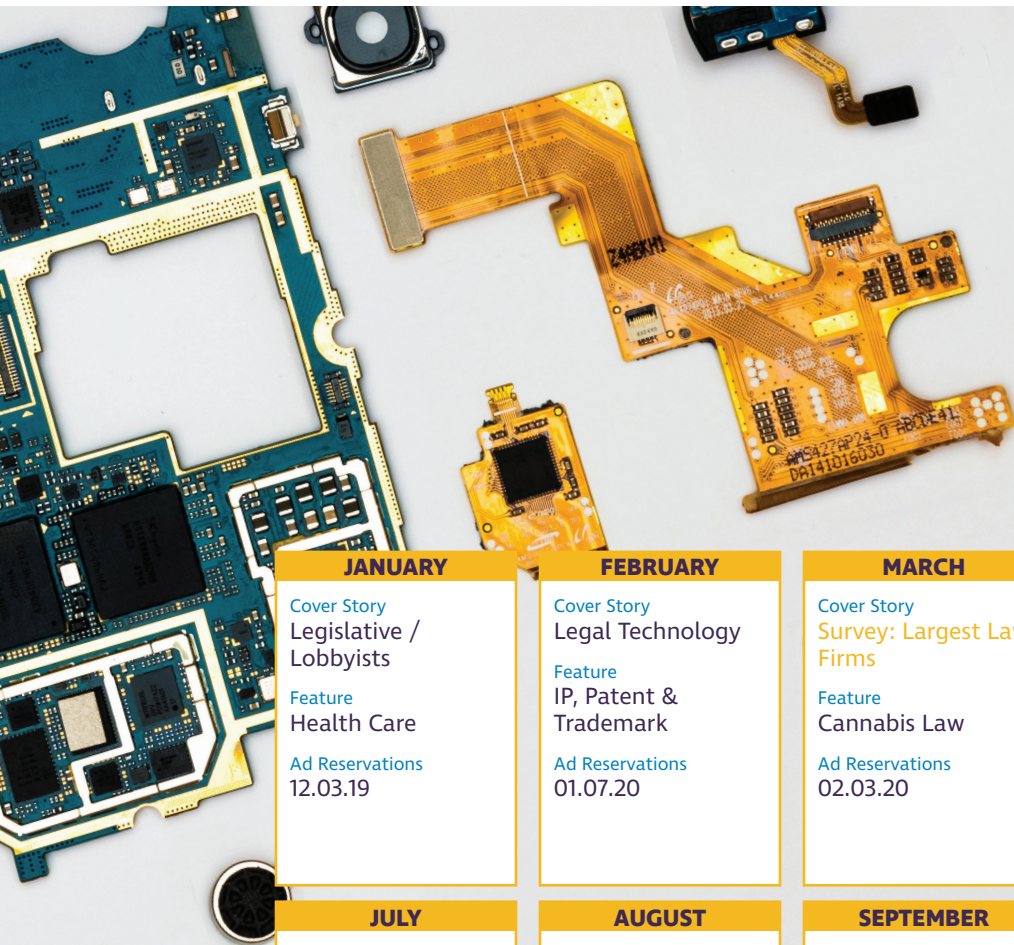
Firm or Corporate Legal Department

Imaging & Scanning
 **41.6%**

Litigation Support
 **24.9%**

eDiscovery
 **21.5%**

2020 EDITORIAL CALENDAR



JANUARY

Cover Story
Legislative /
Lobbyists

Feature
Health Care

Ad Reservations
12.03.19

FEBRUARY

Cover Story
Legal Technology

Feature
IP, Patent &
Trademark

Ad Reservations
01.07.20

MARCH

Cover Story
Survey: Largest Law
Firms

Feature
Cannabis Law

Ad Reservations
02.03.20

APRIL

Cover Story
Defense Bar

Feature
Entertainment Law

Ad Reservations
03.02.20

MAY

Cover Story
Survey: Associate
Pay

Feature
Professional
Liability / Ethics

Ad Reservations
04.03.20

JUNE

Cover Story
Personal Injury

Feature
Insurance Law

Ad Reservations
05.04.20

JULY

Cover Story
Survey: Diversity

Feature
General Counsel/
In-House

Ad Reservations
06.03.20

AUGUST

Cover Story
Family Law

Feature
Big Data

Ad Reservations
07.03.20

SEPTEMBER

Cover Story
Negotiations / ADR
& Mediation

Feature
Labor Employment

Ad Reservations
08.03.20

OCTOBER

Cover Story
Verdicts &
Settlements

Feature
Firm Management

Ad Reservations
09.04.20

NOVEMBER

Cover Story
Survey: Firm Office
Spaces

Feature
Real Estate Law

Ad Reservations
10.02.20

DECEMBER

Cover Story
Person of the Year

Feature
Wealth
Management

Ad Reservations
11.02.20

2020 AD RATES & SIZES



PRINT - 4 COLOR

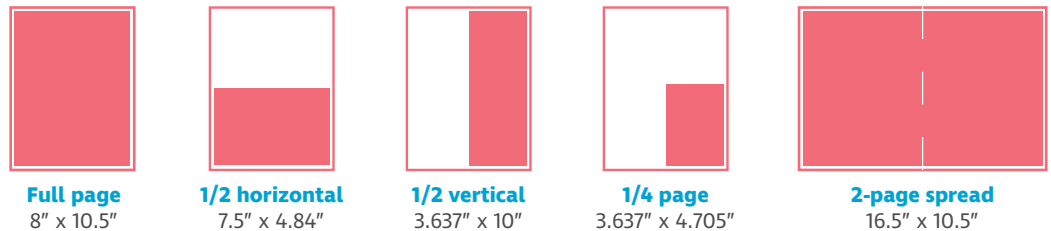
| Position (full page) | Open | 6X | 11X |
|----------------------|------------|---------|---------|
| Inside Front Cover | \$4,305 | \$3,885 | \$3,465 |
| Page 3 | \$4,305 | \$3,885 | \$3,780 |
| Page 4 or 5 | \$3,885 | \$3,507 | \$3,129 |
| Back Cover | \$4,583.25 | \$4,200 | \$3,780 |
| 2-Page Color Spread | \$5,355 | \$4,725 | \$4,305 |
| ROP | \$2,730 | \$2,415 | \$2,205 |

| Fractional | Open | 6X | 11X |
|------------|---------|---------|-----------|
| Tab & 1/2 | \$1,750 | \$1,550 | \$1,417.5 |

| Preprinted Insert Rates | Open | 10X |
|-------------------------|---------|---------|
| Bound-in cards | \$2,000 | \$1,750 |
| Poly-bagged | \$3,000 | \$2,750 |

Materials with postal indicia won't be accepted. Actual sample must be presented. All materials must be pre-approved.

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



Trim size 8.5" x 11" | Full page non-bleed 8" x 10.5" Full page bleed 8.75" x 11.25"
 please do not provide crop marks

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

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Deadline

5 business days after
ad reservation date

Format

high resolution PDF (300dpi)

2020 DIGITAL AD RATES & SIZES



ChicagoLawyerMagazine.com

| 15K VISITS P/MONTH | 13K UNIQUES | 20K eBLAST CIRCULATION |
|-----------------------|----------------|---------------------------|
|-----------------------|----------------|---------------------------|

Digital Advertising

300 x 250

HP Weekly

\$262.50

HP Monthly

\$787.50

ROS Weekly

\$157.50

ROS Monthly

\$472.50

eBlasts

1X

\$2,625

2X

\$2,100

728 x 90 ad (monthly)

\$1,890

\$1,680

300 x 250 ad (monthly)

\$892.50

\$630

Dedicated eBlast

\$1,680

\$1,417.5

ChicagoLawyerMagazine.com & ChicagoLawBulletin.com

| 53K VISITS P/MONTH | 23K UNIQUES |
|-----------------------|----------------|
|-----------------------|----------------|

Digital Advertising

300 x 250

ROS Weekly

\$630

ROS Monthly

\$2,205

728 x 90

\$1,575

\$4,200

eBlasts ads

MORNING LINEUP
POWERED BY Chicago Daily Law Bulletin

Intellectual Property Practice Group

YOUR AD HERE

FRIDAY, OCTOBER 27, 2017
Breezy - High 53° - Low 38°

JURY AWARDS RECORD \$44.7M TO MAN SHOT BY COP
LaPorta trial
The city of Chicago said it is planning to appeal a record-breaking \$44.7 million judgment a federal jury awarded to a man who was shot in the back of the head by his friend — a drunken, off-duty Chicago police officer.

THE LOWDOWN

IN SPRINGFIELD

YOUR AD HERE

YOUR AD HERE

JOB HAZARD
Emotional trauma a risk of serving on the bench
One judge said it is "nearly impossible" to forget autopsy photos, while another wrote the image of the "burned-off" face of a 5-year-old child "keeps popping up into his or her mind. The National Judicial College reported this week that 45 percent of the judges responding to a survey say they have suffered from secondary traumatic stress as a result of their exposure to the details of child abuse or other violent crimes. Some respondents offered tips for avoiding trauma, which can lead to helplessness, anger, guilt and physical ailments.

PLANET LEX PODCAST
Trump's influence cited for law school enrollment bump

Dedicated eBlasts

CHICAGO LAWYER

KITCHENSURFING

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

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

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.

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