

A photograph of the Chicago skyline at dusk. In the foreground, the Cloud Gate sculpture (The Bean) is highly reflective, mirroring the city lights and the sky. Behind it, several skyscrapers are illuminated, including the Willis Tower (Trump Tower) with its distinctive top. The sky is a deep blue, and the city lights create a warm glow.

Chicago Daily Law Bulletin®

2022 MEDIA KIT

ChicagoLawBulletin.com



A Product of Law Bulletin Media®

2022 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.

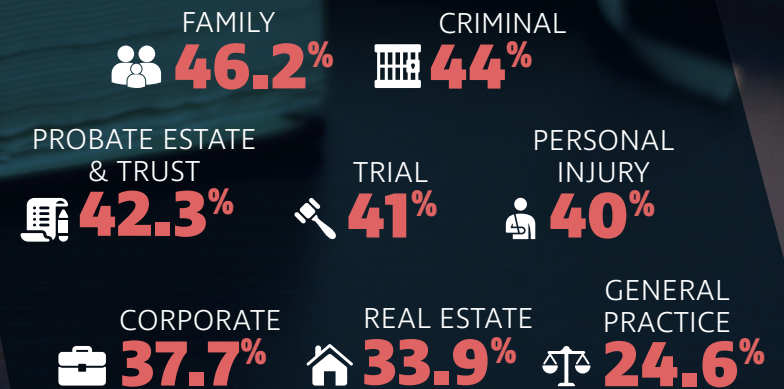


DEMOGRAPHICS & STATISTICS OF OUR READERSHIP

LAW FIRM SIZE PERCENTAGE OF CIRCULATION



AREAS OF LAW



SPONSORED CONTENT/NATIVE ADVERTISING

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.

02

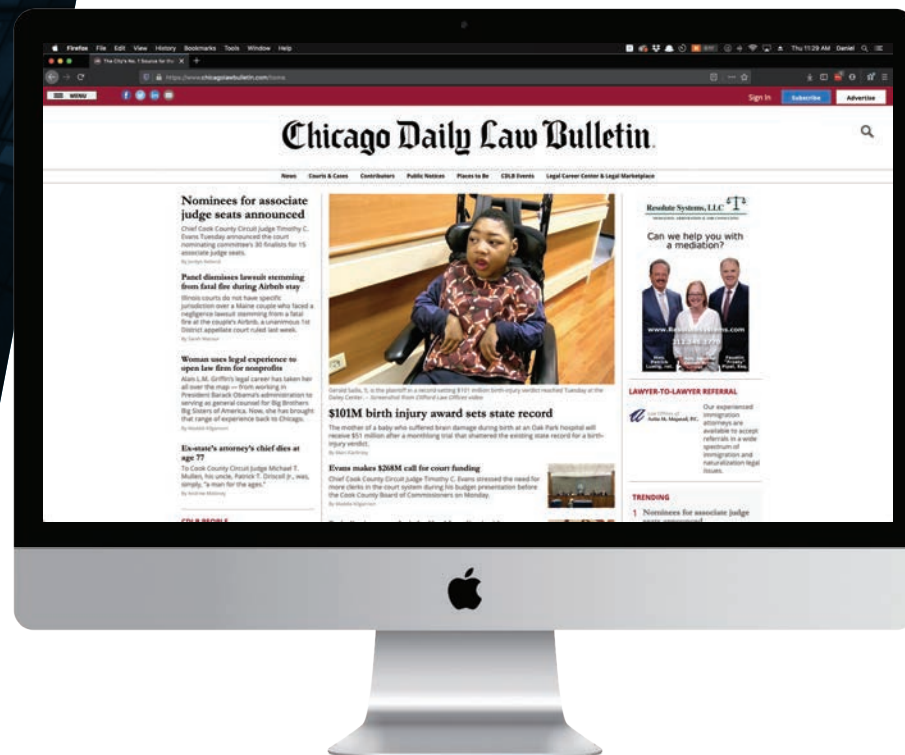
Your story featured "natively" within the editorial of the Chicago Daily Law Bulletin desktop (core) website for four weeks.

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.



2022 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

Deadline

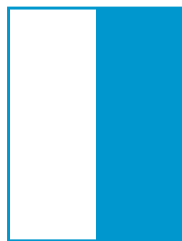
5 business days after
ad reservation date

Format

high resolution PDF
(300 DPI)



FULL PAGE
10" x 15"



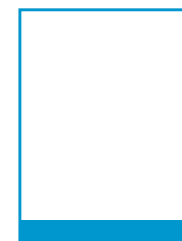
1/2 VERTICAL
5" x 15"



1/4 VERTICAL
5" x 7.3"



1/2 HORIZONTAL
10" x 7.3"



STRIP AD
10" x 2"

2021 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

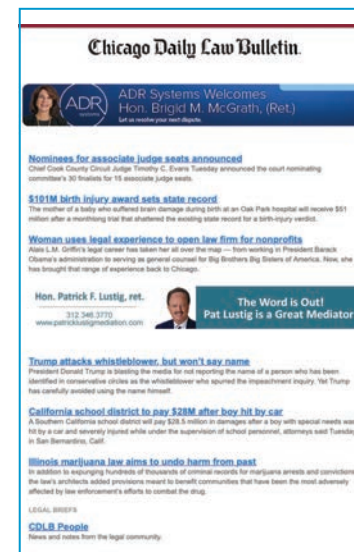
\$2,500

728x90 Banner

\$500

\$1,700

Daily Headline Emails



eBlast 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

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

Email files to Adam Hrejsa at

ahrejsa@lawbulletinmedia.com.

Preferred file types:

- PDFs exported from graphics software
- TIFs (must be flattened and saved from Photoshop)

Other file types

- EPS* (fonts must be outlined)
- Photoshop (must be flattened)

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

We do not accept Microsoft Publisher, Microsoft PowerPoint or CorelDraw files.

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.

All duotones should be created in a photo manipulation program, such as Photoshop. 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 .25" to the trim. Any ad that is designed to bleed should extend at least .125" (1/8") past the trim. All trim and registration marks should be offset by 9 points or .125".

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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