

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.

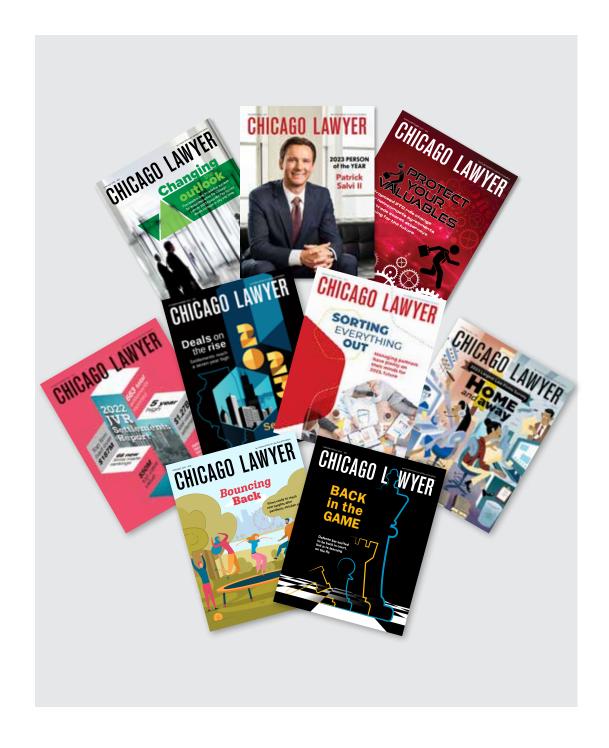
Chicago is a target-rich legal market. *Chicago Lawyer* magazine delivers a readership of managing partners in Chicago's largest law firms, all corporate counsel in the State of Illinois, law firm managers, solo and small firm attorneys, the judiciary, government attorneys and finally, many others allied 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





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





2024 EDITORIAL CALENDAR



2024 AD RATES & SIZES

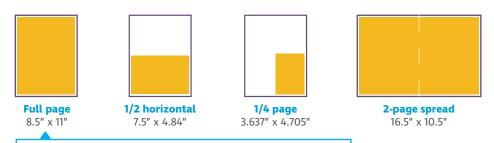


PRINT - 4 COLOR

| Position (full page) | Open | 3X | 6X |
|--------------------------------|---------|-----------|-----------|
| Inside Front Cover | \$4,305 | \$3,996 | \$3,888 |
| Page 3 | \$4,428 | \$3,996 | \$3,888 |
| Page 4 or 5 | \$3,996 | \$3,607 | \$3,218 |
| Back Cover | \$4,714 | \$4,320 | \$3,888 |
| 2-Page Color Spread | \$5,508 | \$4,860 | \$4,428 |
| ROP | \$2,800 | \$2,484 | \$2,268 |
| | | | |
| Fractional | Open | 3X | |
| Tab & 1/2 | \$1,750 | \$1,550 | |
| | | | |
| Preprinted Insert Rates | Open | 6X | |
| Bound-in cards | \$2,000 | \$1,750 | |
| Poly-bagged | \$3,000 | \$2,750 | |

Materials with postal indicias 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%.



Full page bleed 8.75" x 11.25" | **Full page non-bleed** 8" x 10.5" Please do not provide crop marks.

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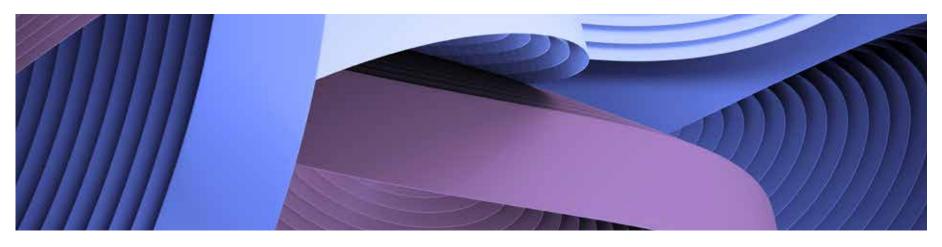
Adam Pantone | Classified Advertising Representative 312-644-2763 apantone@lawbulletinmedia.com

File Deadline

5 business days after ad reservation date

Format

High resolution PDF (300 DPI)



ChicagoLawyerMagazine.com







| Digital Advertising | HP Weekly | HP Monthly |
|------------------------|--------------|---------------|
| eBlasts | 1X | 2X |
| First Position | \$2,625 | \$2,100 |
| 300 x 250 ad (monthly) | \$892.50 | \$630 |
| Dedicated eBlast | \$1,700 | \$1,500 |

ChicagoLawyerMagazine.com & ChicagoLawBulletin.com





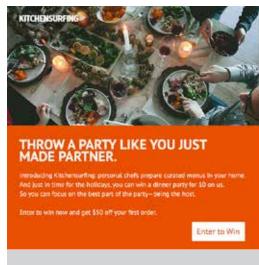
| Digital Advertising | ROS Weekly | ROS Monthly |
|------------------------|---------------|----------------|
| 300 x 250 | \$500 | \$1,500 |
| 728 x 90 | \$750 | \$2,250 |

Issue Headlines Email



Dedicated eBlasts

CHICAGO LAWYER



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

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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