

CBA

R E C O R D

**Advertising
Opportunities
with the
Chicago Bar
Association**

**REACH 22,000
LAWYERS IN THE
CHICAGO AREA**

**Rates also apply to
*Christmas Spirits***

YOUR CUSTOMERS RE

Place your message in the **CBA Record**, The
Amplify your results with the annual

Advertising Rates

Size	1x	3x	5x	9x
Full Page	\$2,070	\$1,965	\$1,810	\$1,720
2/3 Page (Vertical)	1,555	1,480	1,380	1,295
1/2 Page	1,155	1,100	1,045	970
1/3 Page	840	785	740	690
1/4 Page	635	600	560	515
1/6 Page	420	400	375	350
1/12 Page	285	270	230	200

Covers

Contact your advertising representative for rates and availability.

Color

Standard Color	\$350 extra
Matched PMS or 5th Color	850 extra
4-Color (Full Page)	650 extra
4-Color (Half Page or Less)	425 extra

Specified Position

Space and color subject to availability.

Inserts

Contact your advertising representative for rates.

Bleed

No charge.

Publication Trim Size

8-1/2" x 11"

Cancellation Policies

The Chicago Bar Association reserves the right to delay, cancel or reschedule any insertion due to overdue payments or nonpayment. The advertiser or advertiser's agent may cancel an insertion if written notice is received by The Chicago Bar Association 10 days prior to the deadline for ad materials.

Delivery Instructions

All advertising materials should be sent to: **CBA Record**, c/o The Chicago Bar Association, 321 S. Plymouth Court, Chicago, IL 60604. If space is reserved and materials do not arrive by press time, advertiser will be charged for the space. Publisher is authorized to repeat previous advertisement if new ad is not received by material deadline.

Design Availability

If you need your ad designed and/or produced, contact your advertising representative for costs.

Electronic and Disk Submissions

Ads sent electronically must still have proofs. Contact your advertising representative for details.

Discounts

There is a 15% discount to recognized agencies.

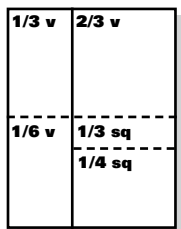
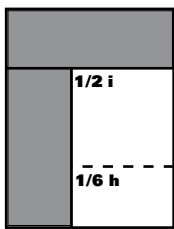
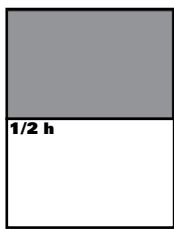
AD THE CBA RECORD

Chicago Bar Association's flagship magazine.
Christmas Spirits program.

Mechanical Requirements

Trim Size 8½"x11"	Width	Depth
Full Page (Live Area)	7-1/4"	10"
Full Page (Bleed)	8-3/4"	11-1/4"
Spread (Live Area)	15-3/4"	10"
Spread (Bleed)	17-1/2"	11-1/4"
2/3 Page Vertical	4-3/4"	9-1/4"
1/2 Page Island	4-3/4"	7-1/8"
1/2 Page Horizontal	7-1/4"	4-5/8"
1/4 Page	4-3/4"	3-5/16"
1/3 Page Vertical	2-1/4"	9-1/4"
1/3 Page Square	4-3/4"	4-3/4"
1/6 Page Vertical	2-1/4"	4-5/8"
1/6 Page Horizontal	4-3/4"	2-1/4"

Keep live matter 3/8" from trim and 3/8" from gutter on non-bleed ads.
 Allow at least 1/8" beyond trim (on all sides) for bleed ads.



CBA Record Schedule

Publication	Dateline	Closings
CBA Record	January	Orders: 10th of month preceding issue dateline
CBA Record	February/March	
CBA Record	April	
CBA Record	May	
CBA Record	June/July	
CBA Record	September	Ad Materials: 15th of month preceding issue dateline
CBA Record	October	
CBA Record	November	
<i>Christmas Spirits</i>	<i>December</i>	

Rejection Policy

The Chicago Bar Association reserves the right to reject any advertisement that CBA representatives deem is not suitable for CBA publications.

Payment Policy

The Chicago Bar Association reserves the right to demand payment for any advertisement prior to publication.

Printing Specifications

Submitting Material

Include all elements with the job. Include all source documents (QuarkXPress, InDesign, PageMaker), fonts, high resolution graphics (Adobe Photoshop, Adobe Illustrator, or Freehand files). Submitting PDF files offer several advantages. PDFs that are created properly by embedding fonts and converting all art to CMYK instead of RGB reduce or eliminate delays.

Fonts: Make sure to include both the Screen and Printer fonts. We suggest you use Type 1 PostScript fonts since the TrueType may cause problems during prepress file processing.

Documents: Build your pages to trim size. Include an 1/8" bleed for elements that extend off the page and use 1/4" for type safety inside the page. Do not use the pre-defined "hairline" rule width. We recommend using a minimum rules width of .25 points.

Illustrations: To avoid potential font problems, convert your type to "Outlines" in Illustrator or "Paths" in Freehand. Don't forget to submit your Freehand and/or Illustrator files.

Photoshop: Make sure your Photoshop files are 300 dpi and either CMYK or grayscale. Do not scale your photoshop files over 130% (in QuarkXPress, InDesign or PageMaker). **Do not submit RGB files.**

Press

Web Offset

Binding

Saddle-stitched

Material Storage

Printing material will be stored for 12 months and then destroyed unless otherwise advis.



The Chicago Bar Association
321 South Plymouth Court
Chicago, Illinois 60604

Call: (312) 554-2040

Fax: (312) 554-2054

www.chicagobar.org