



**2017 ADVERTISING RATES & SPECIFICATIONS**

# HEADNOTES

*Published monthly by the Dallas Bar Association, distributed to 11,000 Dallas-area attorneys.*

<u>DISPLAY ADVERTISING RATES (color rates)</u>		<u>Frequency (price per issue)</u>				<u>Professional Announcements</u>
<b>Ad Size</b>	<b>Dimensions (width x height)</b>	<b>12X</b>	<b>6X</b>	<b>3X</b>	<b>1X</b>	
Back Cover	10.25" x 15.75"	\$2,325	\$2,525	\$2,750	\$3,025	\$2,015
Full Page	10.25" x 15.75"	\$2,100	\$2,280	\$2,480	\$2,685	\$1,995
Junior Page	7.65" x 10.5"	\$1,625	\$1,810	\$1,995	\$2,200	\$1,645
1/2 Page	10.25" x 7.75" (horizontal)	\$1,260	\$1,450	\$1,530	\$1,815	\$1,515
	5" x 15.75" (vertical)					
1/4 Page	5" x 7.75"	\$730	\$910	\$995	\$1,270	\$915
1/6 Page	5" x 5"	\$580	\$755	\$830	\$1,065	\$760
1/8 Page	2.4" x 7.75" (vertical)	\$410	\$490	\$625	\$795	\$595
	5" x 3.875" (horizontal)					

**B/W Ads:** Prices listed above are for color ads. 10% discount for black-and-white ads (except Professional Announcements).

**Professional Announcements:** To announce new firm name/partners/associates, awards, verdicts, etc.

**Premium Position:** Add 10% (1/2-page ad or larger)

**Discount for Non-Profit Advertisers:** -15%

**Texas Lawyer Combo Discount:** -10% (does not apply to Professional Announcements)

**DISPLAY ADVERTISING INQUIRIES:** Contact **Annette Planey** at [aplaney@alm.com](mailto:aplaney@alm.com) / (214) 914-7920 or **Jessica D. Smith** at [jsmith@dallasbar.org](mailto:jsmith@dallasbar.org) / (214) 220-7477.

*The Dallas Bar Association is a non-profit organization, and therefore does not offer agency discounts.*

**MECHANICAL SPECIFICATIONS**

**Send Materials To:** [jsmith@dallasbar.org](mailto:jsmith@dallasbar.org) (Save art as a CMYK PDF with all fonts embedded and distilled between 600 and 900 dpi. 85 line screen.)

**Page Size:** 11.25" x 17.5" tabloid

**Bleeds:** Not Available

*Design and production services available at no extra cost, through two sets of proofs with rapid turn-around. Corrections beyond the second proof will be billed at a fair market rate.*

**POLICIES & REQUIREMENTS**

- All advertisements shall be placed in *Headnotes* at the sole discretion of the Dallas Bar Association.
- All advertisements must accompany a signed Advertising Agreement. Any advertiser/agency who fails to fulfill the Agreement will be short-rated. **Accounts not paid within 60 days of invoice are considered delinquent** and are subject to suspension and/or referral to collection agency, and may incur additional charges. Discounts will be withdrawn on delinquent accounts.
- It is the attorney/advertisers responsibility to obtain approval from the State Bar Advertising Review Department before disseminating any advertisement. Certain ethical standards for advertising are contained in the Texas Disciplinary Rules of Professional Conduct.
- The *Headnotes* staff and the Dallas Bar Association do not assume any responsibility for ads—including errors or omissions—beyond the cost of the ad itself. Claims for error adjustment must be made within 45 days of receipt.
- No paid political advertising, nor announcement of candidacy for elected office, shall be placed in *Headnotes*.
- It shall be the policy of the Dallas Bar Association that no advertisement should indicate preference, limitation, specification or discrimination based on color, handicap, religion, sex, national origin or age.

**DALLAS BAR ASSOCIATION**

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