

# Res Gestae Advertising Rates

EFFECTIVE 7/1/16

GENERAL DISPLAY	1X		3X		5X		10X	
	B&W	C	B&W	C	B&W	C	B&W	C
full page	\$ 962	1,295	923	1,257	881	1,215	806	1,139
2/3 page	\$ 672	1,004	631	965	591	925	523	857
1/2 page	\$ 564	897	531	863	486	819	445	777
1/3 page	\$ 388	721	372	705	348	681	314	647
1/4 page	\$ 318	650	302	636	284	617	258	590
1/6 page	\$ 284	617	270	604	250	583	224	556
3 col. in.	\$ 180	513	176	509	170	503	144	477
2 col. in.	\$ 134	467	125	458	118	451	103	436

## SPECIAL PLACEMENT

<i>Must be color only</i>	1X	3X	5X	10X
back cover	\$1,536	1,484	1,434	1,350
inside covers	\$1,387	1,346	1,305	1,216
centerspread	\$2,706	2,616	2,521	2,338

## CLASSIFIED DISPLAY/ B&W

One Column <i>wide</i> x One Inch <i>deep</i>	1X	3X	5X	10X
	\$115	110	103	75

*When layout only is furnished, there may be an additional charge for composition.*

## AGENCY COMMISSION

15% to recognized agencies only

## CLASSIFIED WORD

ISBA members	50¢ per word, \$15 minimum
Non-members	70¢ per word, \$20 minimum
Blind-box service	\$5.00 additional charge

## DEADLINE

The closing date for **space reservation** is the **1st day** of the month preceding month of publication (e.g., May 1st for June). The closing date for material is the **10th day** of the month preceding month of publication. *Res Gestae* is published 10 times a year, with consolidated issues in **January/February** and **July/August**.

CIRCULATION: 11,000

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**ELECTRONIC ADVERTISING OPTION:** Rotating banner ad on the ISBA homepage, [www.inbar.org](http://www.inbar.org) (subject to availability), \$300/month

# *Res Gestae Ad Dimensions*

## GENERAL DISPLAY

	width-depth inches	width-depth picas
full page	7-1/4 x 10	44 x 60
2/3 page	7-1/4 x 6 or 4-3/4 x 9-5/16	44 x 36 29 x 56
1/2 page	7-1/4 x 4-3/4 or 4-3/4 x 7	44 x 29 29 x 42
1/3 page	2-5/16 x 9-5/16 or 4-3/4 x 4-1/2	14 x 56 29 x 27
1/4 page	2-5/16 x 7 or 4-3/4 x 3-1/2	14 x 42 29 x 21
1/6 page	2-5/16 x 4-1/2 or 4-3/4 x 2-5/16	14 x 27 29 x 14
three col. in.	2-5/16 x 3	14 x 18
two col. in.	2-5/16 x 2	14 x 12

## CLASSIFIED DISPLAY

One Column by One Inch	2-5/16 x 1	14 x 6
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## PRINT METHOD:

Web press, 70# coated white

## TERMS:

New advertisers must prepay their initial insertion; net 30 days upon receipt of tearsheet and invoice for established advertisers. Accounts more than 30 days past due will be granted additional space only at the discretion of *Res Gestae*.

*Res Gestae reserves the right to decline, discontinue or revise any advertisement deemed to be inappropriate for publication, and to place the words "Paid Advertisement" above any ad resembling editorial copy.*

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