

AD SIZE	DIMENSIONS	1X	4X	6X
Full Page	7.5" x 9.875"	\$800	\$750	\$700
2/3 Page Vertical	4.875" x 8.5"	\$650	\$620	\$590
2/3 Page Horizontal	7.5" x 6"	\$650	\$620	\$590
Half Page	7.5" x 4.5"	\$550	\$525	\$500
1/3 Page Vertical	2.312" x 8.5"	\$450	\$430	\$410
1/3 Page Horizontal	7.5" x 3"	\$450	\$430	\$410
1/4 Page	4.5" x 3.625"	\$400	\$375	\$365
1/6 Page Vertical	2.312" x 4.625"	\$350	\$335	\$320
1/6 Page Horizontal	4.875" x 2.25"	\$350	\$335	\$320
Business Card	3.5" x 2"	\$185	\$170	\$160
Inside Front Cover (full page)	8.5" x 10.875"	\$1,050	\$1,000	\$950
Inside Back (full page)	8.5" x 10.875"	\$1,150	\$1,100	\$1,050
Outside Back Cover (full page)	8.5" x 10.875"	\$950	\$900	\$850

## ISSUE

January/February 2017

March/April 2017

May/June 2017

July/August 2017

September/October 2017

November/December 2017

## AD ART DUE

December 2, 2016

February 3, 2017

April 7, 2017

June 2, 2017

August 4, 2017

October 6, 2017

## Print Specifications

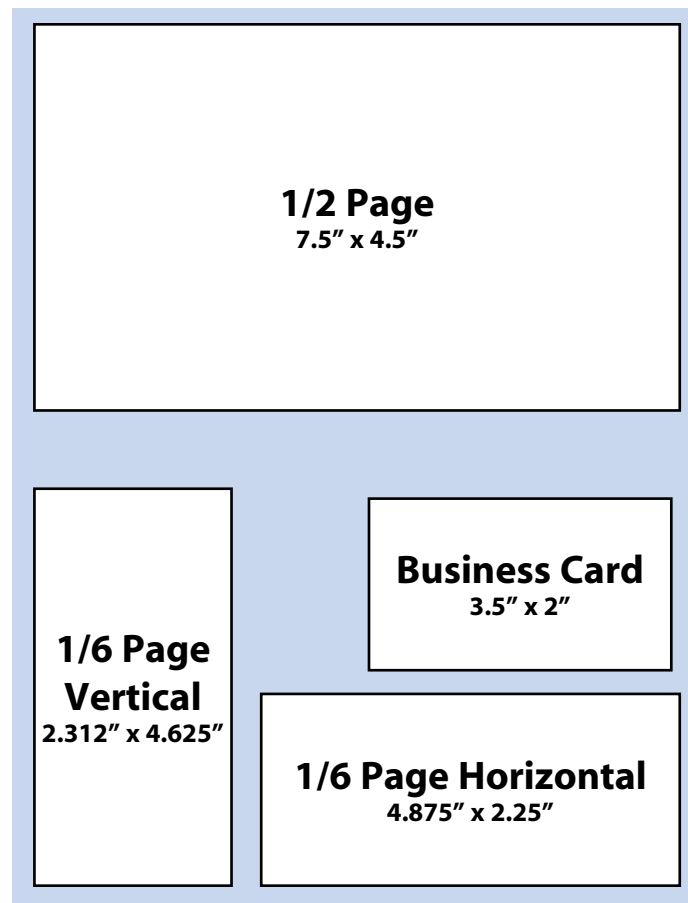
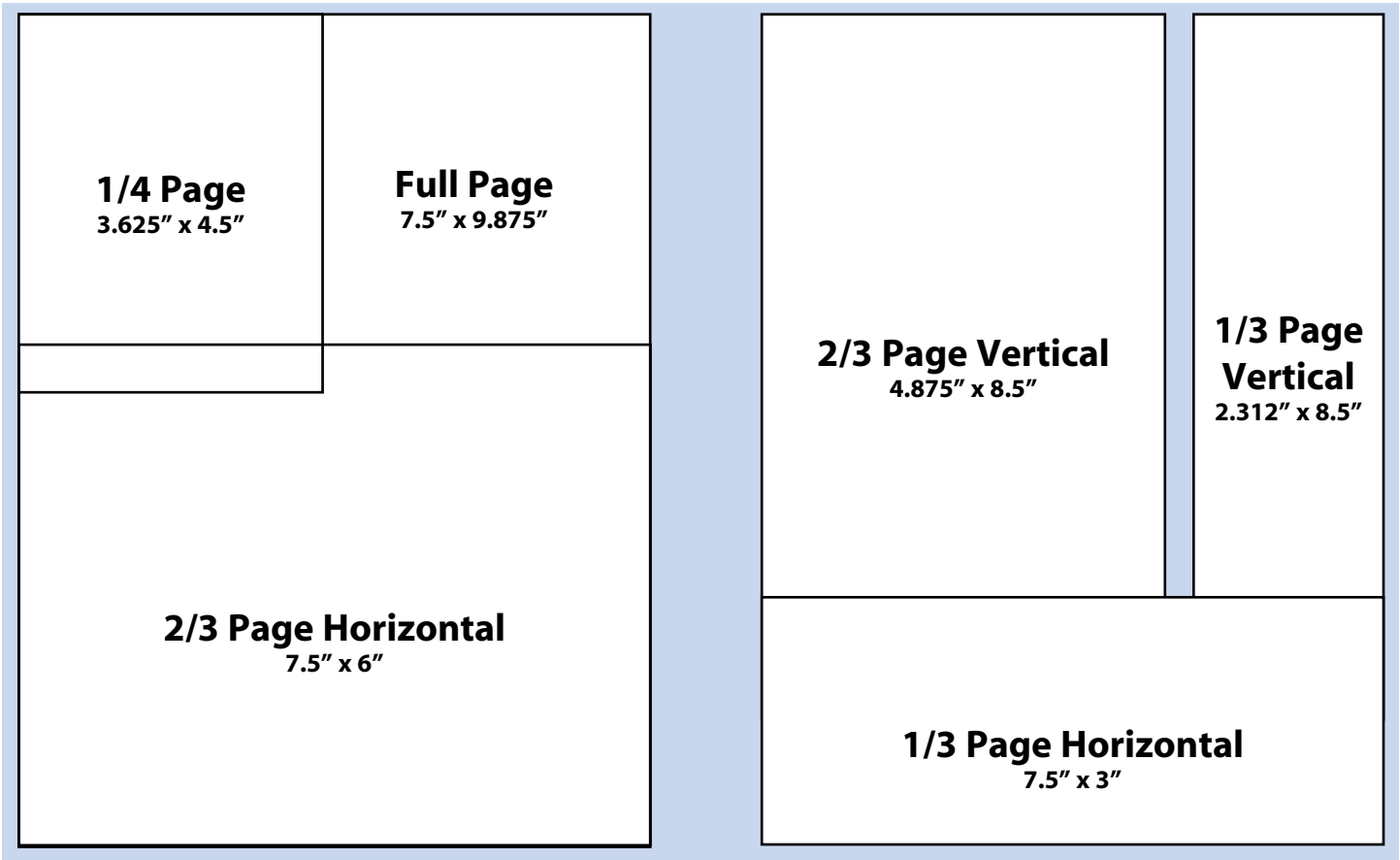
Trim size 8.5" x 10.875". Sheet-fed offset lithography printing from electronically-produced artwork. Saddle-stitch binding. Inside pages are black ink only; outside and inside front and back covers are 4-color process.

## Submitted Ad Specifications

*The Nebraska Lawyer* is produced using Adobe Creative Suite 5 (Indesign and Photoshop) and Adobe Acrobat 9 Pro. Ads submitted for use in the magazine must be sent in the following formats and/or programs: Adobe Indesign CS5 or lower, JPEG, EPS, TIF or PDF. All files must be in high resolution at 300dpi. Advertisements submitted in PowerPoint, Microsoft Publisher and Microsoft Excel or other programs are not acceptable. *The Nebraska Lawyer* is not responsible for ads submitted with missing graphics or fonts, or improperly embedded fonts.

## Publication

*The Nebraska Lawyer* is the official publication of the Nebraska State Bar Association. A high quality bi-monthly publication, *The Nebraska Lawyer* is published for the purpose of educating and informing lawyers about current issues and concerns relating to their practice of law. Readership includes 7,000+ attorneys, judges, law office personnel and administrators. It is published 6 times a year.



# 2017 NEBRASKA STATE BAR ASSOCIATION ADVERTISING CONTRACT

Company \_\_\_\_\_

Billing Address \_\_\_\_\_

Contact Name (printed) \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_

Signed \_\_\_\_\_ Date \_\_\_\_\_



**RUN DATES**

- January/February 2017
- March/April 2017
- May/June 2017
- July/August 2017
- September/October 2017
- November/December 2017

**AD SIZE**

- Business card
- 1/6 page vertical
- 1/6 page horizontal
- 1/4 page
- 1/3 page vertical
- 1/3 page horizontal
- 1/2 page
- 2/3 page vertical
- 2/3 page horizontal
- Full page

**COST/ISSUE \$ \_\_\_\_\_ X # ISSUES \_\_\_\_\_**

**= TOTAL COST \$ \_\_\_\_\_**

- I will provide a disk and a proof of my ad
- Run current ad
- I require production. Please call me for an estimate.

Special Instructions \_\_\_\_\_



**NEBRASKA 2017 NSBA Member Directory**

**AD SIZE**

- Business card
- 1/8 page
- 1/4 page
- 1/2 page
- Full page
- Cardstock Tab Divider, Full Page
  - Black & White
  - Full color
- Classified listing

**COST \$ \_\_\_\_\_**

- I will provide a disk and a proof of my ad
- Run current ad
- I require production. Please call me for an estimate.

Special Instructions \_\_\_\_\_



**www.NEBAR.com**

- Front Page Banner

Run dates: \_\_\_\_\_

- E-Counsel

Run dates: \_\_\_\_\_

- Vendor Marketplace

Run dates: \_\_\_\_\_

**COST \$ \_\_\_\_\_**

**TOTAL ADVERTISING PACKAGE**

**\$ \_\_\_\_\_**

Publisher reserves the right to reject any advertisement, censor copy, change border rules and repeat last previous copy published which will fill space ordered when change of copy is not received before closing date. Preferred position contracts are not cancelable.

**Return this signed contract to Nebraska State Bar Association, 635 S. 14th Street #200, Lincoln, NE 68508.  
Questions? Contact Sarah at (402) 475-7091 or email [sludvik@nebar.com](mailto:sludvik@nebar.com)**