

# THE MONTANA LAWYER

*Professional journal of the State Bar of Montana*

*Published 10 times a year*

## Advertising rates for 2009

### Display Ads

**Full page** 7-1/2 inches wide by 9-5/8 inches deep (45 by 58 picas)

\$390 single insertion

\$365 each/ 2 to 5 insertions

\$330 each/ every issue

**One-Half Page horizontal** 7-1/4 inches wide by 4-1/2 inches deep (43.5 by 28 picas)

\$300 single insertion

\$275 each/ 2 to 5 insertions

\$250 each/ every issue

**One-Half Page vertical** 3-1/2 inches wide by 9-3/8 inches deep (21 by 57 picas)

\$300 single insertion

\$275 each/ 2 to 5 insertions

\$250 each/ every issue

**One-Third Page horizontal** 7-1/4 inches wide by 3 inches deep (43.5 by 18 picas)

\$235 single insertion

\$215 each/ 2 to 5 insertions

\$200 each/ every issue

**One-Third Page vertical** 2-3/8 inches wide by 9-3/8 inches deep (14 by 57 picas)

\$235 single insertion

\$215 each/ 2 to 5 insertions

\$200 each/ every issue

**One-Fourth Page horizontal** 5-1/4 inches wide by 3-5/8 inches deep (32 by 22 picas)

\$200 single insertion

\$175 each/ 2 to 5 insertions

\$150 each/ every issue

**One-Fourth Page vertical** 3-1/2 inches wide by 4-5/8 inches deep (21 by 28 picas)

\$200 single insertion

\$175 each/ 2 to 5 insertions

\$150 each/ every issue

**One-Sixth Page horizontal** 3-1/2 inches wide by 3 inches deep (21 by 18 picas)

\$155 single insertion

\$145 each/ 2 to 5 insertions  
\$125 each/ every issue

**One-Sixth Page vertical** 2-3/8 inches wide by 4-5/8 inches deep (14 by 28 picas)

\$155 single insertion  
\$145 each/ 2 to 5 insertions  
\$125 each/ every issue

### Classified Ads

\$40 minimum for classified ad up to 50 words in length; 80 cents per word over 50 words.

Confidential “blind box” mail service available for an additional \$60 per insertion.

Classified deadline is the 1<sup>st</sup> of the month preceding the publication month (example: for the April edition – published around the first of April – the ad deadline is March 1).

### Magazine Specifications

- **Circulation:** 4,700 which includes every Montana lawyer, most Montana paralegals and 700 others in related fields who have subscribed.
- **Publication Dates:** Every month except September 2009 and January 2010. We publish 10 times a year – on or before the 1<sup>st</sup> of each month.
- **Trim size:** 8-1/4 inches by 10-3/4 inches
- Saddle stitched
- Printed on a newspaper web press.
- **Printing date:** around the 1st of the month for which the publication is labeled.
- **Ad color:** black & white only

### Deadlines

- All display ads due the 1st of the month preceding publication.
- Classified ad deadline is also the 1<sup>st</sup> of the month preceding publication.

### To place an order:

- Call Charles Wood at (406) 447-2200; or e-mail to [cwood@montanabar.org](mailto:cwood@montanabar.org)
- Mail it to *The Montana Lawyer*, P.O. Box 577, Helena MT 59624.
- Or drop the ad off at the State Bar of Montana, at 7 West Sixth Ave., Suite 2B (second floor of Power Block, downtown) Helena MT 59601.