

# AUSTIN LAWYER

OFFICIAL PUBLICATION OF THE AUSTIN BAR ASSOCIATION

## ADVERTISING OPPORTUNITIES

### INTRODUCTION

The official publication of the Austin Bar Association, *Austin Lawyer* is published 10 times per year. Each issue features articles written by, and about, the Austin legal community. Guest columnists report on the latest in management, finance, insurance, and other topics of interest to the membership.

The focus of *Austin Lawyer* is Austin Bar activities, Austin Bar Association Board of Directors' policies and decisions, legislation affecting Austin attorneys, and other issues affecting lawyers and local legal professionals. *Austin Lawyer* also includes information regarding Austin Bar Association-affiliated organizations including the Austin Young Lawyers Association, Volunteer Legal Services, Lawyer Referral Service, Austin Lawyers Auxiliary, and others.

### READERSHIP

Over 4,000 legal professionals read *Austin Lawyer* to keep themselves and their clients up-to-date with the ever-changing developments in law. Readers include many of Texas' decision makers, as well as corporate attorneys, business leaders, lawmakers, regulatory attorneys, lobbyists, judges, and litigators.

In addition to those who receive each issue directly, *Austin Lawyer* has a considerable pass-along readership. Information and advertising within each issue is "passed along" to office managers, legal assistants, and other attorneys who interact with current Austin Bar members.

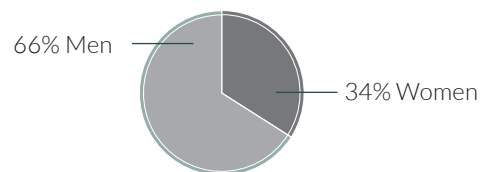
"I just booked a portrait shoot from my ad; I'm very happy!! It paid for itself in only two days. I should have done this ages ago!"

**Kenneth Gall, Kenneth B. Gall Photography**  
*Austin Lawyer* advertiser

## Reader Demographics and Facts\*

### WELL-ESTABLISHED READERSHIP

The median number of years licensed for Austin Bar attorneys is approximately 13 years.



### LOYAL READERS TO AUSTIN & TEXAS

Slightly over 50 percent of Austin Bar attorneys attended law school at the University of Texas; about 83 percent attended law school in Texas.

### LOCAL BUYING POWER

The median income for full-time attorneys in 12 Texas metropolitan areas, as defined by the Office of Management & Budget, is roughly \$109,300.

The median income for the Austin-San Marcos metropolitan area is roughly \$139,600.

On average, readers of *Austin Lawyer* earn \$20,000 to \$30,000 more per year when compared to other Texas attorneys.

\*Source: State Bar of Texas, Department of Research & Analysis

## A VEHICLE FOR YOUR MARKETING SUCCESS

*Austin Lawyer* offers a unique, cost-effective channel to reach Austin attorneys and related personnel. Your advertisement in *Austin Lawyer* can help you attain legal referrals, attract legal professionals to learn about your services and products, and reinforce your brand and position with the market—ultimately helping you establish a relationship with Austin Bar members. Our team will work with you one-on-one to make sure your message is on-target, well-timed, and complements your other marketing activities.

## PUBLICATION SPECIFICATIONS & RATES

*Austin Lawyer* is an 8 1/2" by 11", four-color publication and is published monthly except for July/August and December/January. The September edition is the largest issue of the year reaching 7,000+ members of the legal community in Austin and the surrounding area. Marketing dollars go further with this issue!

Six ad sizes are available. All rates are per insertion. Guaranteed special placement is an additional 10 percent of the advertising rate per insertion.

Advertising Rates						
	FOUR-COLOR			BLACK & WHITE		
FREQUENCY	1X	5X	10X	1X	5X	10X
Covers, Full Page Bleed	\$1,325	\$1,150	\$980	\$1,125	\$950	\$785
Full Page Bleed	\$1,175	\$1,030	\$855	\$975	\$830	\$685
1/2 Page	\$780	\$660	\$550	\$625	\$530	\$440
1/4 Page	\$390	\$330	\$275	\$310	\$265	\$220
3/16 Page	\$290	\$235	\$200	\$230	\$190	\$160
1/8 Page	\$215	\$190	\$155	\$175	\$150	\$125

Classified advertising is available. See page 5 for complete information. An issue's content may cause ad space to be limited. Call today to check availability.

## ADVERTISING SALES CONTACT

**Monarch Media & Consulting, Inc.**

Chellie Thompson, [chellie@monarchmediainc.com](mailto:chellie@monarchmediainc.com)  
512.293.9277

## TERMS & CONDITIONS

All copy and contracts are subject to approval. Both the Austin Bar and Monarch Media reserve the right to refuse advertisements not in accordance with the advertising policies of *Austin Lawyer*. Additions and corrections to advertisements that are received less than 15 days prior to the date of issue are not guaranteed.

Billing terms are "Net 30 Days." A 15 percent discount is granted to agencies on invoices paid within 30 days.

## Mechanical Requirements

The diagram consists of three vertical panels. The first panel, labeled 'Full Page Bleed', shows a black rectangle with a white border. The second panel, labeled '1/2 Page Horizontal', shows a light gray rectangle with a white border and a smaller black rectangle at the bottom. The third panel, labeled '1/2 Page Vertical', shows a light gray rectangle with a white border and a smaller black rectangle on the left side.

**Full Page Bleed**

**Trim:** 8.5" wide x 11" tall  
**Bleed:** 8.75" wide x 11.25" tall

**1/2 Page Horizontal:**  
7.5" wide x 4.5" tall

**1/2 Page Vertical:**  
5.5625" wide x 6.75" tall

The diagram consists of two vertical panels. The first panel shows two black rectangles: one on the left labeled '1/4 Page Vertical' and one at the bottom labeled '1/4 Page Horizontal'. The second panel shows two black rectangles: one at the top labeled '3/16 Page Square' and one below it labeled '1/8 Page Horizontal'. Both panels have a light gray background with a white border.

**1/4 Page Vertical:**  
3.625" wide x 4.75" tall

**1/4 Page Horizontal:**  
7.5" wide x 2.5" tall

**3/16 Page Square:**  
3.625" wide x 3.625" tall

**1/8 Page Horizontal:**  
3.625" wide x 2.25" tall

*Shown at 15% of actual print size.*

## PRODUCING YOUR AD

### COLOR

Use CMYK, four-color process for all images and graphics that print in color. Use grayscale for all black and white ads.

### FONTS

Embed all fonts. To avoid font issues with EPS files, convert all fonts to outlines.

### BLEED/LIVE SPACE

Full page ads may bleed. Use bleed specs which allow an 1/8" (0.125") beyond trim. Omit crop marks or offset crop marks by at least 1/4" (0.25"). Live matter (anything important or necessary to the reader) must be 1/4" (.25") from the trim.

### IMAGE RESOLUTION

All images should be 300 dpi.

### FILE TYPE

Provide a print-resolution (300 dpi) PDF with live or vector type. Embed all fonts or convert to outlines.

Files received in any other format are subject to standard production rates of \$80 per hour with a minimum of one hour.

## SUBMITTING YOUR AD

### EMAIL & FTP

E-mail your ad directly to Andrea Exter at Monarch Media, [andrea@monarchmediainc.com](mailto:andrea@monarchmediainc.com).

You may FTP your ad to Monarch Media if the file is too large for e-mail. You must use an FTP client such as Cyberduck or Core FTP to upload your file.

FTP Server: <ftp.monarchmediainc.com>

Username: [mmcftp@monarchmediainc.com](mailto:mmcftp@monarchmediainc.com)

Password: mmcftp12

### MATERIALS DEADLINE

See the schedule below. A signed ad agreement must be received to reserve space by the close of business on the reservations deadline.

### QUESTIONS?

If you have questions regarding the production or submission of your advertisement, please contact:

**Chellie Thompson**

**Monarch Media & Consulting, Inc.**

[chellie@monarchmediainc.com](mailto:chellie@monarchmediainc.com)

512.293.9277

[monarchmediainc.com](http://monarchmediainc.com)

2018

Advertising Deadlines		
2018 VOLUME 27, ISSUES 1 - 10	Reservations Deadline	Materials Deadline
1) February	01/15/18	01/17/18
2) March	02/12/18	02/14/18
3) April	03/05/18	03/07/18
4) May	04/09/18	04/11/18
5) June	05/14/18	05/16/18
6) July/August	06/11/18	06/13/18
7) September	08/06/18	08/08/18
8) October	09/10/18	09/12/18
9) November	10/08/18	10/10/18
10) December/January	11/12/18	11/14/18