

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

More than 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.

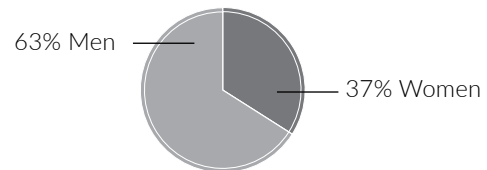


Reader Demographics and Facts*

WELL-ESTABLISHED READERSHIP

The median number of years licensed for Austin Bar attorneys is approximately 17 years.

Austin Bar members' median age is 47.



Approximately 76% of readers work in a private-practice law firms; 20% are solo practitioners; and 13% work in firms with more than 200 attorneys.

LOYAL READERS TO AUSTIN & TEXAS

More than 50% of Austin Bar attorneys attended law school at the University of Texas; about 83% 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 a four-color publication 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!

The publication is 8.5" x 11" on gloss paper. Six ad sizes are available. All rates are per insertion. Guaranteed special placement is an additional 10% 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 now available on the Austin Bar Association website. Please visit www.austinbar.org/classified-advertising/ for more information.

ADVERTISING SALES CONTACT

Monarch Media & Consulting, Inc.

Chellie Thompson, 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% discount is granted to agencies on invoices paid within 30 days.

Mechanical Requirements

The first diagram shows a full-page ad with a black background and white text. The second diagram shows a horizontal ad with a black background and white text. The third diagram shows a vertical ad with a black background and white text.

Full Page Bleed

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

1/2 Page Horizontal

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

1/2 Page Vertical

1/2 Vertical:
5.5625" wide x 6.75" tall
**space is limited per issue for this ad size*

The fourth diagram shows two ad sizes: a vertical one and a horizontal one. The fifth diagram shows two ad sizes: a square one and a horizontal one.

1/4 Page Vertical

1/4 Page Horizontal

1/4 Vertical:
3.625" wide x 4.75" tall
1/4 Horizontal:
7.5" wide x 2.5" tall

3/16 Page Square

1/8 Page Horizontal

3/16 Square:
3.625" wide x 3.625" tall
1/8 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 Chellie Thompson at Monarch Media, chellie@monarchmediainc.com.

You may FTP your ad to Monarch Media if the file is too large for email. You must use an FTP client to upload your file. Complete FTP instructions will be emailed upon request.

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
512.293.9277

2021

Advertising Deadlines

2021 VOLUME 30, ISSUES 1 - 10	Reservations Dead-line	Materials Deadline
1) February	01/11/21	01/13/21
2) March	02/08/21	02/10/21
3) April	03/08/21	03/10/21
4) May	04/05/21	04/07/21
5) June	05/10/21	05/12/21
6) July/August	06/07/21	06/09/21
7) September	08/09/21	08/11/21
8) October	09/13/21	09/15/21
9) November	10/11/21	10/13/21
10) December/January	11/08/21	11/10/21

Each issue is mailed by the first week of the issue month.

WWW
austinbar.org

ADVERTISING OPPORTUNITIES

Rectangle Separator Ad

468 pixels wide by 80 pixels high
Average of 2,000 unique homepage views per month.

DURATION	ONLINE-ONLY RATE
1 month	\$150
3 months	\$125/month
6 months	\$100/month
12 months	\$75/month

Square Side Bar Ad

300 pixels wide by 250 pixels high
Average of 2,000 unique homepage views per month.

DURATION	ONLINE-ONLY RATE
1 month	\$175
3 months	\$150/month
6 months	\$125/month
12 months	\$100/month

Online Advertising

PLACING YOUR ONLINE AD

Multiple ads are available on the Events page, and one ad is available on AYL A and Sections pages. Ads will link directly to the advertiser’s website.

Placement is offered on the following pages:

- Austin Bar Association CLE & Events
austinbar.org/events
averages 500 unique page views per month
- Austin Young Lawyers Association (AYLA)
austinbar.org/young-lawyers
averages 400 unique page views per month
- For Attorneys/Sections
austinbar.org/for-attorneys/sections
averages 400 unique page views per month

SUBMITTING YOUR ONLINE AD

Acceptable file types include: GIF, JPG or PNG. Animated GIFs are acceptable. File size should be under 50k. Please specify the target URL for your advertisement. Monarch Media & Consulting can build your online ad for \$60 per hour; logos and text must be provided by the advertiser. Please allow for an additional five days for ad design.

CANCELLATION

A 30-day cancellation must be provided in writing to receive a partial refund on prepaid advertisements.

RESERVATIONS & QUESTIONS

For questions or to purchase an online ad, contact:
Monarch Media & Consulting, Inc.
Chellie Thompson, chellie@monarchmediainc.com
512-293-9277

Current *Austin Lawyer* advertisers receive a 15% discount on Austin Bar online advertisements.