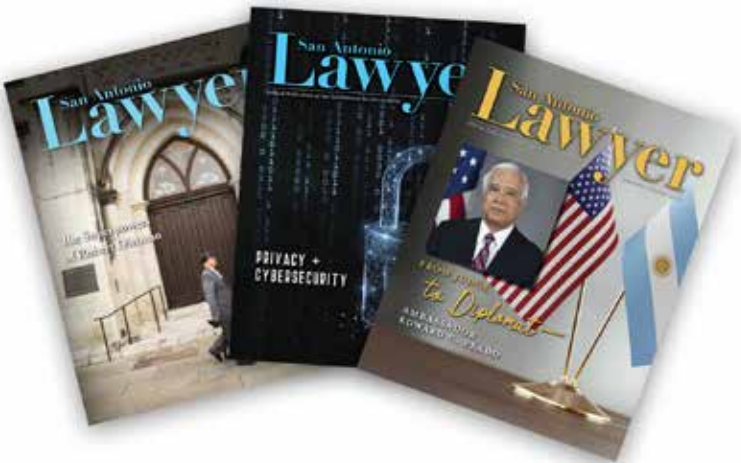


# San Antonio Lawyer

## ADVERTISING OPPORTUNITIES



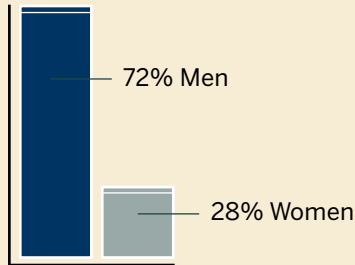
### EDITORIAL PROFILE

*San Antonio Lawyer* is the bi-monthly membership magazine of the San Antonio Bar Association. Each issue features articles regarding changes to the local, state and federal law and the legal system along with spotlighting local attorneys who are making a difference in the community.

### READERSHIP

*San Antonio Lawyer* is mailed to the 3,200 members of the San Antonio Bar Association. A digital publication is also available on the San Antonio Bar Association website generating additional readers including pass-along readers or individuals who work within the legal industry, but who may not necessarily be attorney members such as office managers and legal assistants.

### READER DEMOGRAPHICS



### PRIMARY AREAS OF PRACTICE

- Administrative Law
- ADR/Mediation
- Appellate
- Bankruptcy
- Commercial
- Construction
- Consumer
- Corporate
- Criminal
- Entertainment
- Environmental
- Estate/Probate
- Family
- General
- Healthcare
- Immigration
- Intellectual Property
- International
- Labor/Employment
- Litigation
- Military
- Nationality
- Natural Resources
- Oil/Gas
- Personal Injury
- Real Estate
- Tax

## PUBLICATION SPECIFICATIONS & RATES

*San Antonio Lawyer* is an 8 1/2” by 11”, four-color publication and is published six times per year.

*San Antonio Lawyer* offers 12 ad sizes. All rates are per insertion. Guaranteed special placement is an additional 10 percent of the advertising rate per insertion.

| ADVERTISING RATES |            |          |          |               |          |          |
|-------------------|------------|----------|----------|---------------|----------|----------|
| FREQUENCY         | FOUR-COLOR |          |          | BLACK & WHITE |          |          |
|                   | 1 Issue    | 3 Issues | 6 Issues | 1 Issue       | 3 Issues | 6 Issues |
| Full Page         | \$1,250    | \$1,225  | \$1,200  | \$1,025       | \$1,000  | \$975    |
| 2/3 Page          | \$820      | \$710    | \$600    | \$697         | \$604    | \$510    |
| 1/2 Page          | \$675      | \$583    | \$490    | \$574         | \$495    | \$417    |
| 1/3 Page          | \$525      | \$450    | \$375    | \$446         | \$383    | \$319    |
| 1/4 Page          | \$400      | \$338    | \$275    | \$340         | \$287    | \$234    |
| 1/6 Page          | \$250      | \$223    | \$195    | \$215         | \$185    | \$150    |

Classified advertising is now available on the San Antonio Bar Association’s website. For more information, please contact Chellie Thompson, [chellie@monarchmediainc.com](mailto:chellie@monarchmediainc.com).

## ADVERTISING SALES CONTACT

### MONARCH MEDIA & CONSULTING, INC.

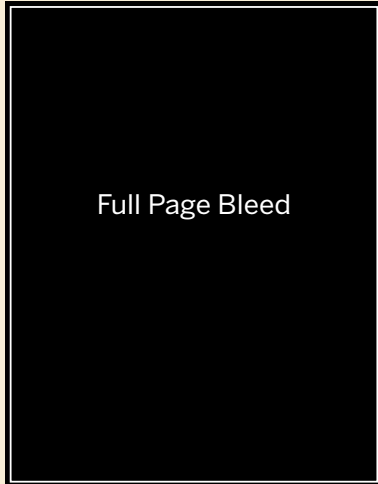
Chellie Thompson, [chellie@monarchmediainc.com](mailto:chellie@monarchmediainc.com)

512-293-9277

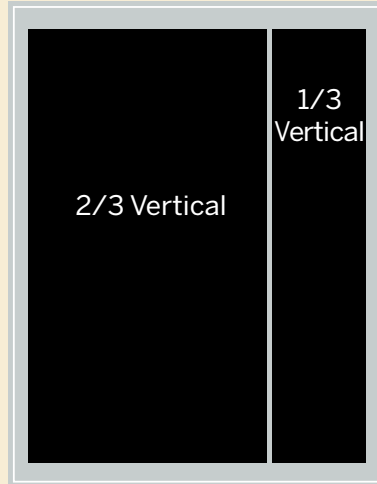
## TERMS & CONDITIONS

Billing terms are “Net 30 Days.” A 15 percent discount is granted to agencies on invoices paid within 30 days. All advertising matters shall be subject to approval by Monarch Media and the San Antonio Bar Association (SABA) prior to consent for advertising space. Monarch Media and SABA reserves the right to refuse copy at its sole discretion. No political advertising of any kind will be accepted. Advertiser represents SABA is authorized to publish the contents and subject matter of the advertisements, and that Advertiser possesses all necessary releases, consents, licenses, copyrights or trademarks regarding the content of the ad. Additions and corrections to advertisements that are received less than 15 days prior to the date of issue are not guaranteed.

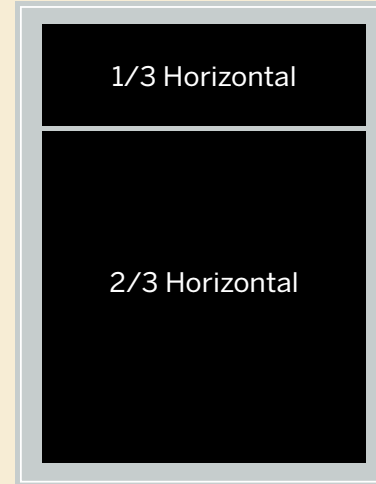
## MECHANICAL REQUIREMENTS



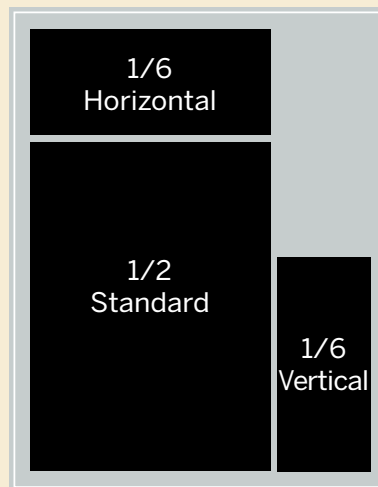
**Trim:** 8.5" wide x 11" tall  
**Bleed:** 8.75" wide x 11.25" tall



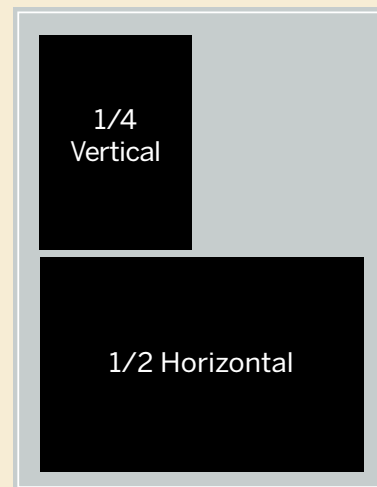
**2/3 Vertical:**  
4.9" wide x 9.625" tall  
**1/3 Vertical:**  
2.325" wide x 9.625" tall



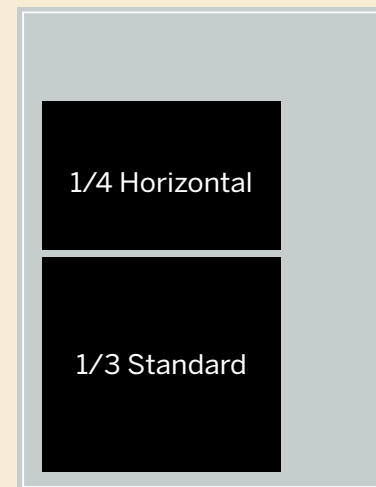
**1/3 Horizontal:**  
7.5" wide x 2.625" tall  
**2/3 Horizontal:**  
7.5" wide x 6.625" tall



**1/6 Horizontal:**  
4.9" wide x 2.25" tall  
**1/2 Standard:**  
4.9" wide x 7.125" tall  
**1/6 Vertical:**  
2.4" wide x 4.675" tall



**1/4 Vertical:**  
3.7" wide x 4.675" tall  
**1/2 Horizontal:**  
7.5" wide x 4.675" tall



**1/4 Horizontal:**  
4.9" wide x 3.7" tall  
**1/3 Standard:**  
4.9" wide x 4.675" 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 1 hour.

## SUBMITTING YOUR AD

### E-mail & FTP

E-mail your ad directly to Chellie Thompson at Monarch Media, [chellie@monarchmediainc.com](mailto:chellie@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. Please email to request instructions.

### 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.

2020

## ADVERTISING DEADLINES

| 2020 ISSUES 1 – 6 | Ad Reservation Deadline | Ad Materials Deadline | Publication Date |
|-------------------|-------------------------|-----------------------|------------------|
| January/February  | 12/02/19                | 12/04/19              | 01/10/20         |
| March/April       | 02/03/20                | 02/05/20              | 03/12/20         |
| May/June          | 04/01/20                | 04/03/20              | 05/11/20         |
| July/August       | 06/01/20                | 06/03/20              | 07/10/20         |
| September/October | 08/03/20                | 08/05/20              | 09/10/20         |
| November/December | 10/01/20                | 10/05/20              | 11/12/20         |