

Tulsa Lawyer Magazine

Official Publication of the Tulsa County Bar Association

Dear Advertiser,

The Tulsa Lawyer is a **full-color monthly publication** of the Tulsa County Bar Association and is distributed to its membership of over 2,100 attorneys, Tulsa County Courthouse, the Law Library, the Oklahoma Bar Association and all advertisers.

The Tulsa Lawyer accepts advertisements for products or services that have an existing or potential market in the Tulsa Legal Community. Space reservations may be requested, but no guarantee of ad placement can be made. The Tulsa Lawyer reserves the right to reject any advertisement.

SUBSCRIPTIONS

- Subscriptions are available for \$40.00 a year for those who are not Tulsa County Bar Association members or advertisers.

CLASSIFIED ADS

- Classified ads are accepted at a charge of \$35.00 for 40 words and .25 cents for each additional word.
- You can add a small picture or color logo for \$10.00.


DEADLINE FOR SUBMISSIONS

- The deadline for submitting advertisements is 5:00 PM on the 10th of the month preceding publication. *(example: Oct 10 for the Nov issue)* Ads accepted after this date will be published if space and time allow.

PAYMENTS

- Due upon receipt of invoice. Please make check payable to: TCBA.
- Credit card payments can be made at our website www.tulsabar.com a small convenience fee will be charged.

Advertising Rates

SIZE	W" X H"	Rates		
		Monthly	6 MO	12 MO
Business Card size	3 1/4" x 2"	\$140.00	\$120.00	\$100.00
1/4 Page	3 1/4" x 4 1/2"	\$190.00	\$160.00	\$150.00
1/2 Page	7 1/2" x 4 1/2"	\$330.00	\$300.00	\$290.00
	3 1/4" x 9 1/2"			
Full Page 	7 1/2" x 9 1/2"	\$520.00	\$500.00	\$480.00
Full Page (Back inside cover)	7 1/2" x 9 1/2"	\$600.00	\$580.00	\$560.00
Full Page (Back outside cover)	7 1/2" x 8"	\$620.00	\$600.00	\$580.00
			10% off if pre-paid	

PRODUCTION REQUIREMENTS

Preferred Material:

Digital files are preferred. Four-color CMYK film is acceptable but file must be built to the correct ad dimensions. **We cannot accept ads** in the following formats: **Microsoft Word, Publisher, Powerpoint or Corel Draw.**
 Black only ads can be submitted as camera-ready copy.

File Formats Accepted:

Color ads: All digital files must contain **only CMYK data. No RGB** or any other color space accepted. Files must have a resolution **of at least 300 dpi**. Files will be output with a line screen of 133. The following are acceptable formats. Keep in mind, printer will not be able to make corrections in these formats:

1. CMYK or grayscale EPS All fonts **must be** outlined.
2. CMYK or grayscale TIFF
3. PDF 1.4 or lower version (Write a postscript file and use Acrobat Distiller to make PDF file; do not use an export PDF plug-in within a program to make PDF. Distiller must be set up for 300 dpi, CMYK output.) **Fonts must be embedded.**

The following formats are also acceptable. **All fonts and artwork must be provided along with page layout file.** Printer will be able to make minor corrections if necessary:

1. QuarkXpress 6.5 or lower (PC or Mac version)
2. Illustrator CS2 or lower (PC or Mac version)
3. InDesign CS2 or lower (PC or Mac)
4. Pagemaker 7.0 or lower (PC or Mac version)

Black and White ads: Files must have a resolution **of at least 200dpi**.

If you are not familiar with the technical terms above, please email for clarification – Milly at tulsabarnews@yahoo.com.

If staff assistance is required or requested to prepare any display advertisement there will be an additional "set-up" charge at \$40 per hour, with a 1 hour minimum. This includes attempting to rearrange existing layout of an ad submitted.

- **All advertising must be accompanied by a written request including**
 - ✓ **Ad size**
 - ✓ **Number of insertions and dates**
 - ✓ **Position preference**
 - ✓ **Full name & mailing address**
 - ✓ **Contact full name & address**
 - ✓ **Magazine mailing address**