



DuPage County Bar Association

126 South County Farm Road, Wheaton, IL 60187-4597 • Phone(630) 653-7779 • Fax(630) 653-7870
Web Site <http://www.dcba.org> • e-mail address: bar@dcba.org

DCBA Brief Kit

Attached are the current ad rates and sizes and advertising deadlines for the DuPage County Bar Association *Brief* magazine.

Our target audience is the legal profession, primarily attorneys, judges and other law professionals in the DuPage County, Cook County and surrounding area of Illinois. Our current circulation is around 2100.

We publish 10 issues per year. Our calendar year runs September through June, with no July or August publication. Issues of the magazine cover a variety of legal topics, with few issues focusing on one particular area of law.

To receive a sample copy of the Brief, please contact us by phone, fax or email.



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DCBA BRIEF

2007 Ad rates as follows: Black and White Copy

<u>Display Ad</u>	<u>Non-Members</u>	<u>DCBA Members</u>	<u>Classifieds*</u>	<u>Non-Member</u>	<u>Member</u>
Full Page	\$465.00	\$395.00	2 5/16" X 1 1/8"	\$ 85.00	\$55.00
2/3 Page	420.00	360.00	2 5/16" X 2 1/4"	135.00	85.00
1/2 Page	370.00	320.00	Take \$10 off subsequent runs of identical classified ads run without interruption.		
1/3 Page	325.00	275.00	Classifieds are also included on our website for the same price. Call for more details.		
1/4 Page	285.00	240.00			
1/6 Page	250.00	195.00			

Color Ad Rates

Full Page	\$700.00	\$630.00	(No discounts on cover placements, where available.)
Half Page	\$605.00	\$555.00	"

(NOTE: All sizes, add \$235 to b/w prices above)

SPECIFIED POSITION: Additional charge - subject to availability. Special placements are not eligible for ad agency or multiple insertion discounts. Please call. **COLOR ADVERTISEMENTS:** Available for cover placement only, or at a premium for inside placement. Please call for information. **BLIND BOX AD:** Add \$35 to appropriate classified ad rate. **MULTIPLE INSERTION DISCOUNT:** 1% x number of issues committed up to 10% - three issue minimum. Ads placed for alternating issues also qualify for multiple insertion discount. **AGENCY COMMISSION (RECOGNIZED AGENCIES ONLY):** 15% of net ad rate excluding extra charges (Ad Agency discount is in lieu of any multiple insertion discount). **PUBLICATIONS AND DEADLINE DATES:** Issues are scheduled to be received by members during the first week of the month. The deadline for display advertising is 30 days prior to issue. Classified ads may be accepted up to the 10th of the month preceding publication date, call to confirm. **PAYMENT POLICY:** **All advertising must be paid 30 days in advance of publication.** Advertisers will be charged the one time rate unless multiple ads are contracted for in writing and prepaid. **CANCELLATION POLICY:** Cancellations must be received, in writing, 30 days prior to issue. **MECHANICAL AND PRINTING SPECIFICATIONS:** Please call for information. **ACCEPTANCE/DISCLAIMER:** All advertising is subject to acceptance. Acceptance of an advertisement does not constitute an endorsement or representation of any kind by the DuPage County Bar Association or any of its members as to the advertiser of the advertisement. **NOTE: ALL ADVERTISING MATERIALS, INQUIRIES AND INVOICE PAYMENTS SHOULD BE DIRECTED TO THE BAR OFFICE.**

***Classified ads are placed in the Brief magazine and on our website Classified page for one month.**

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1/4 page = 3 1/2 X 5

TRIM SIZE = 8 1/2" x 11"

FULL PAGE AD = 7 3/8 X 10

COLOR RATES

All Sizes available in color - Add \$235 to price chart

1/2 PAGE = 7 3/8 X 5

2/3 PAGE = 4 3/4 X 10

**1/6 PAGE = 2 1/4 X 4 3/4
or 4 3/4 X 2 1/4**

**Classified
2 5/16" x 1 1/8"
\$85/Non-Members
\$55/Members**

**Classified
2 5/16" x 2 1/4"
\$135/Non-Members
\$85/Members**

**1/3 PAGE = 4 3/4 X 4 3/4
or
2 1/4 x 10**



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DCBA Brief Magazine

**The Brief publication year is September - June.
We do not publish July or August issues.**

Dates to Remember

Issue Date	Display Ad Copy Due	Issue Delivery Date
January	December 1	January 1
February	January 1	February 1
March	February 1	March 1
April	March 1	April 1
May	April 1	May 1
June	May 1	June 1

We do not publish July or August Issues

September	August 1	September 1
October	September 1	October 1
November	October 1	November 1
December	November 1	December 1

Editorial Calendar Note: Our issues are not usually geared to one particular area of law, but rather cover a variety of law topics in each issue. We may occasionally have an issue focusing on one area of law, but the date of any focus issue varies from year to year. Please check with the bar office if you are interested.