



# Illinois State Bar Association

## 2023 Illinois Bar Journal Rates

The award-winning *Illinois Bar Journal* is received monthly by all 28,000 ISBA members. It is the only legal publication that reaches attorneys throughout the state of Illinois.

# Demographics

## Reaching the Lawyers of Illinois

More than 28,000 lawyers, judges, and other legal professionals belong to the Illinois State Bar Association making it one of the largest voluntary professional organizations of its kind in the United States. Reach this affluent community through our magazine, website, and emailed newsletters, or through our direct mail lists. Let us help you plan your marketing strategy to reach this valuable market.

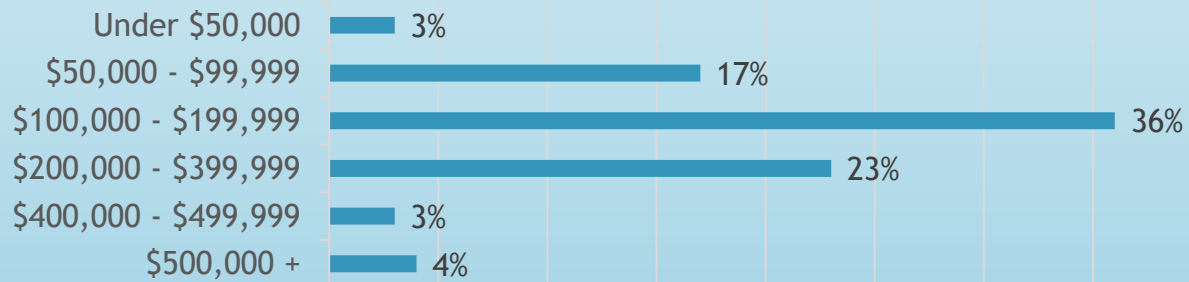
28,000 members

Male - 63% Female - 36%

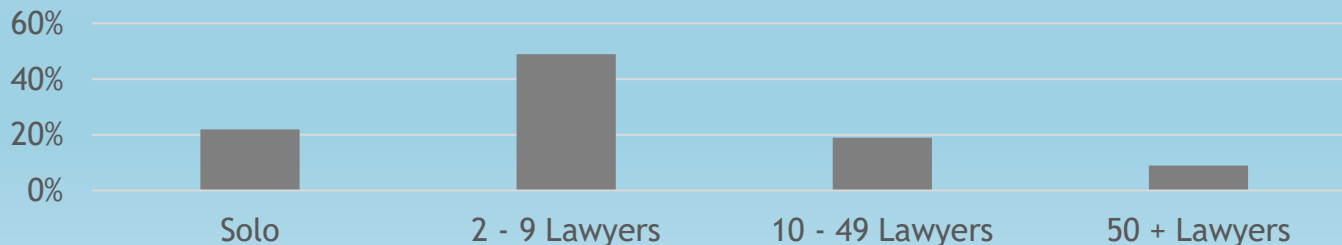
### Firm Location

Cook County	43%
A Collar County (Lake, Will, McHenry, DuPage, Kane or Kendall)	21%
Northern Illinois (North of Peoria)	6%
Downstate (Peoria or south of there)	14%
St. Louis/Metro East	5%

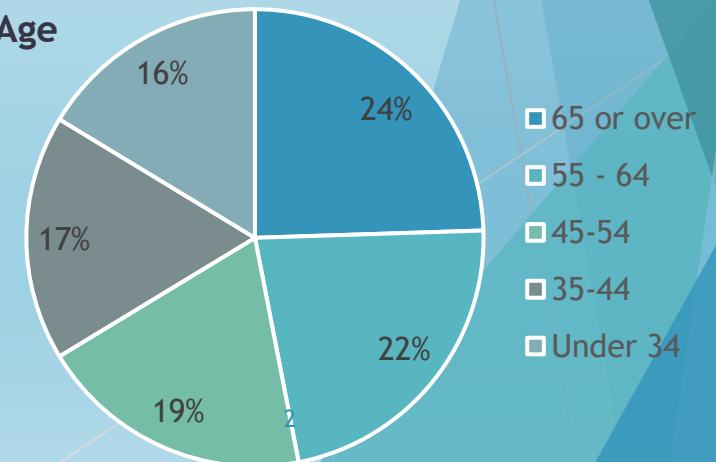
### Household Income



### Firm Size



### Age





## Publisher

The *Illinois Bar Journal* is published monthly by the Illinois State Bar Association, 424 S. Second St., Springfield, IL 62701-1779. Phone (800) 252-8908 or (217) 525-1760. Fax (217) 525-9063. Website: [www.isba.org](http://www.isba.org)

Editor & Publisher- Tim Slating - email [tslating@isba.org](mailto:tslating@isba.org)

## Subscription and Circulation Info

Established in 1912. Single copy \$10. Per year: \$11.25 for members; \$50 for libraries; \$60 for non-lawyers and nonresidents. Average monthly circulation - 25,000.

## Agency Commission

15% to recognized agencies.

## Deadlines

Published monthly. Issued by 1<sup>st</sup> of publication month. Space reservation date for advertising is the 1<sup>st</sup> of the month preceding the month of issue. Advertising creative due by the 10<sup>th</sup> of the month preceding the month of issue.

## Payment Policy

The publisher requires prepayment of the first two insertions placed by any new out-of-state advertisers, and prepayment of the first insertion only for all new in-state advertisers. The publisher reserves the right to cancel or reschedule any advertising when payment for published advertising is overdue.

## Rate Policy

The publisher reserves the right to raise rates on 60-days written notice. <sub>3</sub>

# Illinois Bar Journal Display Advertising Rates

## Multiple Insertion Policy

In order to receive the multiple insertion discount, advertisers must contract for total number of insertions in writing and before any ad is published. If the advertiser places fewer ads than contracted for in a 12-month period, the advertiser is liable for the rate that applies to the number of insertions placed.

Ad size	1x	3x	6x	12x
2-page spread	\$6,608	\$6,278	\$5,947	\$5,617
1 page	\$3,303	\$3,138	\$2,973	\$2,808
1/2-page island*	\$2,312	\$2,196	\$2,081	\$1,965
1/2 page	\$1,982	\$1,883	\$1,784	\$1,685
1/3 page	\$1,321	\$1,255	\$1,189	\$1,123
1/4 page	\$1,155	\$1,097	\$1,039	\$982
1/6 page	\$825	\$784	\$742	\$701

\*Guaranteed no other ad on page.

## Cover Position Rates

	1x	3x	6x	12x
2 <sup>nd</sup> Cover	\$3,563	\$3,385	\$3,207	\$3,029
3 <sup>rd</sup> Cover	\$3,400	\$3,230	\$3,060	\$2,890
4 <sup>th</sup> Cover	\$3,724	\$3,538	\$3,352	\$3,165

**Circulation** - 28,000

**Color** - Full color is included at no extra charge.

**Cover Positions** - Contracts for advertising space on the second, third, and fourth covers may not be cancelled or amended.

**Inserts** - One to four preprinted surfaces (or card): Page rate plus \$250 mechanical charge. Five to eight preprinted surfaces: Page-and-one-half rate plus \$250 mechanical charge.

**Preferred Position** - Add 10% to applicable rate.

**Spread** - Two-page rate plus any preferred position change.

## Mechanical Printing Specifications

- High resolution PDF files preferred
- Trim size: 8 1/4" x 10 7/8"
- Bleed size: 8 3/4" x 11 1/4"
- Binding method: saddle stitched
- Insertion orders and creative may be sent to:

Illinois State Bar Association  
 Advertising Sales Manager  
 424 South Second Street  
 Springfield, IL 62701

Or emailed to: [tturley@isba.org](mailto:tturley@isba.org)



# ILLINOIS BAR JOURNAL DISPLAY ADVERTISING SIZES

2 Page Spread  
15.5" x 9.5"

Full Page  
7.25" x 9.5"

½ Page  
Island  
4.75" x  
7.5"

½ Page  
7.25" x 4.625"

1/3 Page  
Horizontal  
4.75" x  
4.625"

1/3 Page  
Vertical  
2.25" x  
9.5"

1/4 Page  
Horizontal  
4.75" x  
3.625"

1/6 Page  
Horizontal  
4.75" x 2.5"

1/6 Page  
Vertical  
2.25" x 4.625"



## Hedline goes here and here

Subhead goes here and here and here.

Subhead goes here and here.

con rerro dolorepra et at molori repudae. Nobisimo mod quiaepa pediam reicatur, sequate ctrissedia quid ut pario dolo omnis qui volupta temporem eaqui core proressunt.

Beaquos quae et a prereni tem qui unt dio. Non repudanto id que ni coribuscus ea a dus aut quis es explic tectoribus, niet deruntia voluptatur?

Edit liquo id qui iur aut as que praest re volum eaque andant odit volo quo velescipid quiat optas utaeribus exerspid es erum culparu menditatur?

Nam es am volo blandantota ducipitaquo ipictes nit, si odigniam, te sequi id quam fugiassinte pla nima incil imus alit reptate nos inctatur? Qui dolo tempor orunt.

Aquo quas mostibus et laut odita cus, es sum esed ut debis dolum inctaturio modit laut ma abo. Rum fugitiandi re dolupta estiandio quam re quoditi busdae esequi ullenis inciet exero eos es vel incilla dolorposam sollam venis etur aut venis sinctur aliscie nimolupisci doluptat.

### Copyhead goes here

Ur? Os dem alicilicuri, quiandicid quibus doluptas qui omnist apid excepel eostrum quid minciam fuga. Nam facepro voloresentem quasi re re nectatet veribus il inctur sendiandae. Quia es maxim volupis aperehe nditisc idebis minciminus mi, nonsente des ad est in nobit aut que consequa necti senderios minctin porit earum vel maioaecti atibus expe veritis maximinctur aut vent est, que sae perit facit oditios simolore etur?

Uga. Ullore modis anderbustis sequaecto omnitatiunt.

Evelitatur? Itatur? Ecescil laccullam autem sunt vendandus, et dem eum estrum rerum volorep edition con eicto cusanithium rempelisci unt.

Runt qui voluptas est qui aut eturia

nonsedis necti dolupta nostiur, si aut quis magnihitem dolorest, ut molorit ea quam ut liate expe ex earum re nobis everum as evenditem ipic te minctotae dolupta ne voluptur? Porunt earcide bissit, con ea nonet, qui alibus illautatis ium inctemp orepero venescidi rehenist dipsam as sinvendel in nosam, voluptatur reheni adit disquis aut amus veles nat ute pro tem dollam de culles et valorionsed moles si ut omnimpo rpore, ommo con non nimperunt voluptam solore, qui idest quae omnis dolecutatur sitioreiust qui cusci con porroritat.

Um de es in cusanda nderovid quam in cum aut ommodi omniaescimin remquo et aliqui con exerio volores sequasit acit od quo qui odit periosa volorerum a adigend elitate stemqui simusda ndictus alis esent quidellignim rest, non pos acea net rest etur moditaest, si receribus maximod quo blaborem dollamus, eaqui cus eum volorup tatatem quassin ea vent rero experro blaut aut volore velende modiosi sanitature, aute maximet omnistium quiatquide ressequi acidis et qui officaeribus ant utata nonserumenem quis sibiunto testionest, tem. Sam nonseni ditas aut unt dolores apicab ipsam ut alicim qui berferis dolum, etur?

### Copyhead goes here

Evelliq ustquid in pererionse aut quam fuga. Evellaut evenimi, imendelent quae ex eiuntota nis doluptaquis aut es et ut voleniate volupturest, cus, imil ipsuntotaelisExped moloritat. Ellabo. Ure, am autecup tatur?

Aperferias secab int adi nieniae volorepe nonet ex exeaquid que nihilia tiaectus et dollanimet quas a voluptat volupis di dolenis illuptatur sapitat urestist in prerum eum voluptaque ad quo volor aut moluexceste eos volonibeacqui soluptatur aciae con eat volenesc.



COMPANY NAME GOES HERE  
information will go here about the company. Information will go here about the company. Information will go here about the company. Information will go here about the company. Information will go here about the company.

1234 ADDRESS HERE  
(123) 456-7890  
WWW.WEBSITEGOESHERE.COM

# Illinois Bar Journal - Sponsored Content

## Create interest for your product or service

A sponsored content page in the *Illinois Bar Journal* is an excellent way to present your products or brand to the 28,000 Illinois attorneys that read the magazine monthly. You may use up to 500 words to educate attorneys in your area of expertise. Whether you describe a product, or knowledge about something you feel would benefit lawyers, sponsored content is an excellent way to communicate your message.

## Guidelines

The page should be a source of information for attorneys, not a commercial for your company. Of course, your company will be acknowledged on the page with your logo and company information, but in order to retain credibility the article itself should remain unbiased. This will help establish you, or your company, as a resource for our attorneys.

## Deadlines

Your article draft is due the first of the month preceding the month of publication. For example, a page for the January issue would be due by the first of December.

## Specs

- Article, not to exceed 500 words, sent as a Word document.
- Your company logo, sent as a jpg, eps, or tiff file.
- Company information, including a brief description of your company (not to exceed 50 words), address, phone number, and website.

## Rates

If you advertise with ISBA in other areas additional discounts may apply.

1 issue = \$3,303

6 issues = \$2,973 per issue

3 issues = \$3,138 per issue

12 issues = \$2,808 per issue

# Illinois Bar Journal - Classified Rates

In the classified advertising section (PracticeMart) of the *Illinois Bar Journal* you will find Expert Services, Practice for Sale, and Referral ads along with other listings. It is an excellent way to reach our 28,000 members at an affordable cost.

## Classified Display Ad Rates

Ad Size	1x	3x	6x	12x
1/12 Page (2.1875" x 2.375")	\$352	\$334*	\$316*	\$299*
1/24 Page (2.1875" x 1.1875")	\$191	\$181*	\$172*	\$162*

\*Prices listed are per month.

Classified display ads may contain as many words as will fit. Pictures and logos are also accepted. No extra charge if you need one of our designers to produce your ad.

## Line Ad Rates

\$3.00 per word, \$50 minimum.

## Deadlines

Deadline for submission of an ad is the 1<sup>st</sup> day of the month preceding the month of publication (for example: June 1 for the July issue of the magazine).

Deadline for cancellation of an ad that has been submitted is the 1<sup>st</sup> day of the month preceding the month of publication.

## Submission Information

Ads may be submitted by email to:  
tturley@isba.org

Or by mail to:

Illinois State Bar Association  
PracticeMart  
424 S. Second Street  
Springfield, IL 62701

Prepayment of classified ads is required. Please submit payment at the time you place your ad. Visa, MasterCard, American Express, Discover, and checks accepted.

# 2023 ILLINOIS BAR JOURNAL DEADLINES

ISSUE	SPACE	MATERIALS
January	12/1/22	12/9/22
February	1/3/23	1/10/23
March	2/1/23	2/10/23
April	3/1/23	3/10/23
May	4/1/23	4/10/23
June	5/2/23	5/10/23
July	6/1/23	6/9/23
August	7/1/23	7/10/23
September	8/1/23	8/10/23
October	9/1/23	9/8/23
November	10/3/23	10/10/23
December	11/1/23	11/10/23





# Pertinent ISBA Publications Advertising Policies

## PREAMBLE

ISBA's charter states objectives of the Association, including the injunction "to establish and maintain the honor, standards and dignity of the legal profession...to improve the prompt administration of justice... (and) to promote the general welfare of the members of the Association...." As such, ISBA has determined that publication of advertisements in ISBA publications may imply the endorsement, recommendation, support or approval of such products and services by the ISBA. This implication will be considered in determining whether potential advertising will be accepted or is misleading or deceptive to the readers of ISBA publications. In all matters relating to the interpretation of the following policies and their application to potential advertising, the decision of ISBA will be final and controlling.

1. All advertising is subject to ISBA approval. ISBA reserves the right to reject any advertising at any time and for any reason.
2. As a matter of policy, the following are not accepted:
  - (a) Advertising for products or services that are illegal or whose movement in interstate commerce is illegal.
  - (b) Advertising relating to contests, lotteries, or the offering of prizes based on chance, unless first cleared by the U.S. Postal Service.
  - (c) Advertising relating to alcoholic beverages, tobacco products, or drugs.
  - (d) Advertising by or on behalf of political candidates at any level, excluding ISBA offices. Candidates for ISBA office may advertise their candidacy in the Illinois Bar Journal.
  - (e) Advertising advocating positions on political or social issues.
  - (f) Advertising which may violate or may enable another to violate the Illinois Code of Professional Responsibility, the Illinois Rules of Professional Conduct, or the Illinois Code of Judicial Conduct.
  - (g) Advertising which is on its face false and/or misleading to the "reasonable reader" of ISBA publications and/or advertising copy for which the advertiser cannot provide factual substantiation or legal authorization from the appropriate jurisdiction when requested and which therefore might be false, misleading and/or violative of the Illinois Rules of Professional Conduct, the Illinois Code of Professional Responsibility, or the Illinois Code of Judicial Conduct.
3. Advertising may not in subject matter, content, material, or design jeopardize the mailing status of the publication in which it appears. The publisher reserves the right to obtain an opinion from the U. S. Postal Service on this question.
4. Advertising which by its subject matter or content may imply or lead to an implication of ISBA endorsement, recommendation, support, or approval will be accepted if, as a condition of acceptance, it includes in the advertisement a disclaimer stating that the product or service is not endorsed, recommended, supported, or approved by ISBA.

5. No unpaid advertising space will be provided for public service or other advertising except:
  - (a) Advertising for products and services of the ISBA, or ISBA-generated advertising of Association-sponsored products or services, shall be published on a space available basis.
  - (b) Organizations affiliated with ISBA are entitled to a 25% discount on display advertising space.
6. Classified advertising may include the following matters, among others: Lawyer employment opportunities; employment wanted; referral of legal work; sale of used law books; sale of law office equipment or furnishings; and law office rental opportunities.
7. If an advertisement offers the sale of a product by mail order, ISBA reserves the right to examine the product a purchaser will receive, but ISBA is not obliged to do so. Examination of the product or publication of the advertisement does not constitute a guarantee or warranty of said product nor the endorsement, recommendation, support or approval of the product by ISBA.
8. ISBA reserves the right to request full or partial payment before publishing any advertisement and to cease publishing ordered advertisement when payment for previous advertising is more than 60 days overdue. The entity whose product and/or service is advertised is ultimately liable for the costs of such advertisements, even if such entity chooses to utilize the services of an independent advertising agency to place advertisements with ISBA.
9. Cancellation Policy: Advertisements scheduled for insertion may be cancelled if ISBA is notified in writing (or by fax) on or before the copy deadline date of scheduled publication. When an advertiser or its agency cancels all or part of a multiple insertion order or contract, the advertiser or its agency is responsible for payment of the rate differential resulting from such cancellation.
10. The advertiser agrees to pay on behalf of and indemnify the ISBA against any and all liability, loss, or expense (including attorney's fees) arising from claims for libel, unfair competition, unfair trade practice, infringement of trade names or patents, violation of rights of privacy, and infringement of copyrights and propriety rights resulting from the publication by the ISBA of the advertiser's advertisement.
11. The ISBA will not be liable for failure to furnish advertising space or to publish any advertisement due to strikes, labor disputes, government action, act of God, war, fire, breakdown of equipment, or any other circumstances beyond the ISBA's control.