

Nashville Bar Journal

A Monthly Publication of the Nashville Bar Association — www.nashvillebar.org —

A publication decision-makers rely on...

The unique editorial perspective of the *Nashville Bar Journal* - the monthly publication for members of the Nashville Bar Association (NBA) - has made it a leading and trusted source of information for a loyal audience with time and money to spend. NBA members comprise some of the nation's most affluent consumers.

The *Nashville Bar Journal* provides the information lawyers in the Nashville area need regarding their association. And we deliver such information through a high-quality format that is educational, interesting and informative.

The *Nashville Bar Journal* delivers your message to an audience of more than 3,000 readers, the first week of every month. Tap into the *Nashville Bar Journal's* powerful audience and increase your sales by reaching affluent, educated consumers. Take advantage of the *Nashville Bar Journal's* coverage in this important market, and see the results.



Advertising Rates & Information

The *Nashville Bar Journal*, a monthly publication of the Nashville Bar Association with a circulation of approximately 3,000, is read by 80 percent of the practicing attorneys in the Nashville area. The Journal is a well respected publication with readers who depend on it to provide them with current information regarding legal news, legislation, community affairs, scholarly articles, NBA news, features, event calendars and continuing legal education.

READERSHIP

The readership of *Nashville Bar Journal* consists of decision makers within some of Nashville's largest firms, as well as solo practitioners, who all look to the Journal's advertisers as the most reliable retailers, legal services and technology available. NBJ's readers also represent all practice areas within the legal profession and are actively involved in community affairs. Other subscribers include: paralegals, law students, legal assistants, firm administrators and law libraries.

ASSOCIATION PROFILE

- The Nashville Bar Association has approximately 3,000 members.
- The NBA is the largest local bar group and the second largest organized bar group in the state.
- The NBA is one of the 40 largest metro bars in the country.
- 75% of NBA members are male, and 25% female.
- An estimated 600 local firms/organizations are represented by membership in the NBA.

ADVERTISING POLICY:

All advertisers (display and classified) must adhere to size specification, standards and policies contained on this official rate card. The publisher's schedule of insertion order and copy deadlines must be observed in order to assure publication. Appearance of an advertisement in the *Nashville Bar Journal* does not constitute a recommendation nor endorsement of that product or service by the Nashville Bar Association.

Liability of the publisher for any error for which it may be held legally responsible is limited to the cost of the advertisement. All advertising is subject to publisher's approval. We reserve the right to reject advertising which, in the opinion of the publisher, is not keeping with its publication standards. When change of copy is not received by the closing date, copy from the previous issue will be inserted. Cancellation of any advertising contract must be made in writing at least ninety (90) days in advance of the publication date. A cancellation fee is the equivalent of three (3) months of advertising and will be due upon the cancellation of the contract. In the case of advertising placed by an agency, the agency and the advertiser are jointly and severally liable for the price of the advertising space. No advertisement may be cancelled after the deadline.

NBA Programs and Services Catalog

The member information catalog is published as a guide to association programs, services, events and calendar information for the entire membership year. Included in the 2011 – 2010 catalog was valuable information on bar programs and services as well as important phone numbers and web addresses, updated information on the courthouse move, etc. This information was provided for our members as a reference that will be useful to them all year long. This is also an opportunity to reach not only important NBA renewing members, but also thousands of attorneys and legal professionals that are not yet reached by the *Nashville Bar Journal*. Remember this catalog will be kept and used over and over again by NBA members for the entire year. Please let us know if you would like to take advantage of this exclusive advertising opportunity in our 2012 – 2013 catalog. For rate information or for a copy of the Programs & Services Catalog, please contact Tina Ashford by phone (615) 242-9272 or e-mail tina.ashford@nashvillebar.org

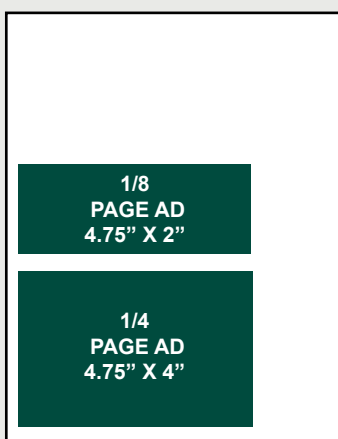
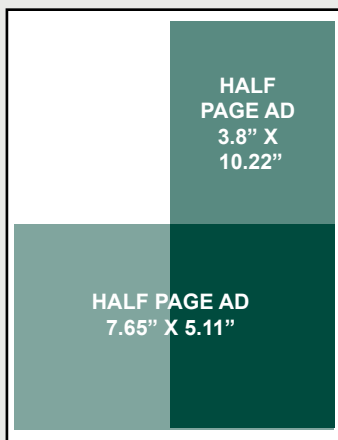


ADVERTISING RATES AND SPECIFICATIONS

PRICES EFFECTIVE: JAN. 2011

AD SIZES: (all sizes width x height)

FULL PAGE:	7.65" X 10.22" bleed: 9" x 11.5" • image: 8.5" x 11"
HALF PAGE:	Vertical 3.8" X 10.22" Horizontal 7.65" X 5.11"
1/3 PAGE:	Vertical 2.5" X 10.22" Horizontal 7.65" X 3.4"
1/4 PAGE:	4.75" X 4"
1/8 PAGE:	4.75" X 2"



MECHANICAL REQUIREMENTS:

Page Width	7.65"
Page Height	10.22"

- The NBJ prefers all ad copy be sent electronically, with camera ready ads in PDF format.
- Other formats accepted: JPEG, TIFF, Adobe PhotoShop & Adobe InDesign.
- Send ad copy to: tina.ashford@nashvillebar.org.

4 COLOR AND PREMIUM PLACEMENT

INSERTION	1x	3x	6x	11x
Back Cover - Full Page	\$975	\$926	\$877	\$829
Inside Front/Back Covers				
• Full Page	\$975	\$926	\$877	\$829
• Half Page	\$550	\$525	\$495	\$469
• 1/3 Page	\$450	\$425	\$405	\$385
• 1/4 Page	Not Available for Color at this Time			

INSIDE PAGES (4 COLOR)

INSERTION	1x	3x	6x	11x
FULL PAGE	\$950	\$905	\$855	\$819
HALF PAGE	\$550	\$525	\$495	\$469
1/3 PAGE	\$450	\$425	\$405	\$385
1/4 PAGE & 1/8 PAGE	Not Available for Color at this Time			

INSIDE PAGES (Black & White)

INSERTION	1x	3x	6x	11x
FULL PAGE	\$650	\$619	\$585	\$559
HALF PAGE	\$375	\$355	\$335	\$319
1/3 PAGE	\$300	\$285	\$275	\$259
1/4 PAGE	\$225	\$215	\$200	\$195
1/8 PAGE	\$175	\$165	\$159	\$150

Other ad sizes are available, for more information about advertising in the **NBJ**, contact Tina Ashford by phone (615) 242-9272 or e-mail at tina.ashford@nashvillebar.org.

CALENDAR OF PUBLICATION

The Nashville Bar Journal is distributed the first week of the month, 11 times a year unless otherwise notified. There will be an issue released combining two months; this issue will be the December/January 2011 issue.

BILLING:

NBJ advertising is billed monthly, and all accounts are due within 30 days of invoice. Any portion of the advertising charges remaining unpaid more than thirty (30) days after the invoice date shall accrue a finance charge of one and one-half percent (1.8% APR) per month.

DEADLINES: (applies to ALL NBJ advertising)

- Space must be reserved by the 10th of the month prior to publication.
- Camera ready ad copy must be received by the 15th of the month prior to publication.

CLASSIFIED ADVERTISING RATES

CATEGORIES*

Positions Available	Technical Support Services
Expert Witness	Office Space
For Sale	Litigation Services
Positions Wanted	Office Sharing
Forensic Document Examiner	Accounting

* Additional categories will be added on an as-needed basis.

LINE ADVERTISING

**\$75 for the first 50 words and
\$1.00 for each additional word**

DISPLAY ADVERTISING

INSERTION	1x	3x	6x	11x
1/3 PAGE	\$300	\$285	\$275	\$259
1/4 PAGE	\$225	\$215	\$200	\$195
1/8 PAGE	\$175	\$165	\$159	\$150

DEADLINES:

■ **Classified Display Advertising** - Space must be reserved by the 10th of the month prior to publication **and** Camera ready ad copy must be received by the 15th of the month prior to publication.

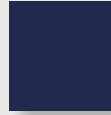
■ **Classified Line Advertising** - Must be received no later than the 15th of the month prior to publication

Payment for Classified Advertisement Must be Submitted in Advance of Publication Deadlines.

WEB SITE ADVERTISING RATES

Advertising is currently being accepted, in the sizes shown below, on the Nashville Bar Association's home page, please visit www.nashvillebar.org.

Size 1



85 pixels W x 85 pixels H
(at 150 dpi)

Size 2



170 pixels W x 85 pixels H
(at 150 dpi)

ADVERTISING RATES - Monthly fee

INSERTION	1x	3x	6x	12x
Size 1	\$200	\$185	\$175	\$150
Size 2	\$300	\$285	\$275	\$259

File size for all banners and buttons 30k or less. Ad copy e-mail to tina.ashford@nashvillebar.org formatted as GIF or JPEG. Please send URL the ad should be linked to.

For additional information about placing your ad on the NBA home page or to request a size not listed above, contact Tina Ashford by phone (615) 242-9272 or e-mail at tina.ashford@nashvillebar.org

Sponsorship Opportunities:

Secure a Place in the Minds and Practices of Influential Lawyers, Maximize Your Marketing Impact and Take Advantage of these Valuable Sponsorship Opportunities.

The Nashville Bar Association organizes several member events throughout the year. Many of these events are open to Nashville Bar Journal advertisers for sponsorship.

- **The Annual Law Day Luncheon in May 2011.**
- **The Annual Golf Tournament in June 9 2011.**
- **The Annual Member Picnic in September 22 2011.**
- **The Biannual Sister Cities Visit (months vary)**
- **The Annual Banquet in December 8, 2011.**

If you would like more information about event sponsorship, contact Traci Hollandsworth by phone (615) 242-9272 or by e-mail at traci.hollandsworth@nashvillebar.org.