

ADVERTISING RATE SHEET 2020/2021

NEW JERSEY LAWYER MAGAZINE

This award-winning magazine is written by attorneys, for attorneys. Published bi-monthly, each issue addresses a specific topic and is used by members as a reference source long after the issue is published.

New Jersey Lawyer Magazine is sent to 18,000+ NJSBA members with a pass-along readership near 50,000. It is mailed to virtually every county in New Jersey, and the surrounding states.

Target your advertising dollars to an active, highly educated readership of dedicated attorneys; advertise in New Jersey Lawyer Magazine.

Editorial Calendar and Issue Deadlines

February 2021:	Sports Law
Space reservation deadline:	January 5, 2021
Materials due deadline:	January 12, 2021
April 2021:	Pandemic
Space reservation deadline:	March 2, 2021
Materials due deadline:	March 9, 2021
June 2021:	Trial Advocacy and Preparedness
Space reservation deadline:	May 4, 2021
Materials due deadline:	March 11, 2021
August 2021:	Private Equity
Space reservation deadline:	July 6, 2021
Materials due deadline:	July 13, 2021
October 2021:	Insurance
Space reservation deadline:	September 7, 2021
Materials due deadline:	September 14, 2021
December 2021:	ESI/E-Discovery
Space reservation deadline:	November 2, 2021
Materials due deadline:	November 9, 2021

***Note: Editorial calendar, reservations and materials due dates for 2021 are subject to change.**

**NJSBA Members Save 25%
on advertising in
New Jersey Lawyer Magazine
(print only)**

Display Advertising

	Width	Depth	1x	3x	6x
Full Page	7 1/2"	10"	\$1,500	\$1,350	\$1,200
1/2 Page H.	7 1/2"	4 7/8"	\$875	\$800	\$725
1/2 Page V.	4 7/8"	7 1/8"	\$875	\$800	\$725
1/3 Page H.	4 7/8"	4 7/8"	\$675	\$625	\$575
1/3 Page V.	2 3/8"	9 1/2"	\$675	\$625	\$575

Note: Premium placement (inside front cover or back cover) +\$200/insertion • Full color process color + \$400/insertion

Rates are per insertion

E-Magazine: Online Digital Advertising

Gain added exposure by adding a hotlink to your digital advertisement, appearing on NJSBA.com in our E-Magazine.

1x	3x	6x
\$200	\$160	\$130

Rates are per insertion

Website Advertising

Advertise on NJSBA.com online community Section specific pages with a tile advertisement.

280 pixels x 280 pixels	6 months	12 months
1 Section page	\$2000 net total	\$3500 net total
2 Section pages	\$3200 net total	\$5600 net total

Digital File Specifications

- ADVERTISERS MUST FURNISH ADS DIGITALLY.
- Resolution at final size must be 300dpi., and all art supplied must be in cmyk or grayscale mode. Print results will not be guaranteed for files sent at lower resolutions. All ads must be sent in either:
 - MAX: PDF (preferred), EPS, TIFF
 - PC: PDF (preferred), Photoshop EPS or TIFF
- All file(s) must be emailed or saved on CD-ROM

Commission and Payment Policy

- New advertisers must prepay their first insertion
- No advertising will be accepted from an account which is more than 60 days overdue.

Advertising Contract / Reservation Form

Contact:			
Company Name:			
Address:			
City/State/Zip:			
Phone/Fax/Email:			
Date	Size	Runs	Amount

Sign and date here to indicate your agreement with the policies written here

For more information or to reserve your place, please contact: Lynn Gallo: 732-565-7576 | lgallo@njsba.com

Advertising Policy

The purpose of the New Jersey State Bar Association's publications is to promote the mission, policies and work of the Association. The Association reserves the right to not accept for publication any copy/advertisement it deems, in its sole discretion, does not do so.

Unless otherwise agreed to, positioning of advertising is at the discretion of the Publisher.

Advertisers & advertising agencies jointly and severally agree to be responsible for payment to the Publishers for all space purchased under the rate card. Production charges incurred on behalf of an advertiser or its agency in the preparation of advertising materials will be re-billed at cost, and are not commissionable.

The Publishers reserve the right to reject any copy and/or advertisement.

The Publishers reserve the right to make any rate changes with thirty (30) days notice in advance of the designated issue date.

Cancellations received 5 days prior to the reservation deadline will be refunded at 50% of the agreed upon rate. No refunds will be issues for cancellations received less than 5 days prior to the reservation deadline for each issue.

Indemnification: Advertiser shall indemnify, defend and hold harmless Publisher and its officers, directors, partners, agents, members and employees from and against any and all demands, claims, damages, losses and liabilities, including reasonable attorney's fees, resulting from any claim for defamation, slander, libel, copyright or trademark infringement in connection with any advertisement provided by Advertiser to Publisher.

Commission & Payment Policy

All payments due within 30 days of the invoice date.

Invoices not paid within 30 days of invoice date are subject to interest charge of 1.5% per month.

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Materials: Written confirmation of material corrections is required by material closing date. If an advertiser fails to provide required material to meet deadlines of issue in which space has been ordered, one of two actions will be taken: (1) the last published advertisement available will be repeated, or (2) if no advertisement is available, the space will be forfeited. In either case, the advertiser will be billed for the space reserved.

Advertising materials will be stored for 12 months and will then be discarded unless otherwise requested by the advertiser.

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Your Voice. Your Vision. The State Bar.

New Jersey State Bar Association

One Constitution Square • New Brunswick, New Jersey 08901-1500 • (732) 249-5000 • FAX (732) 249-2815 • NJSBA.com