

THE CHRISTIAN LAWYER MAGAZINE

Published by The Christian Legal Society

2009 MAGAZINE – ADVERTISING RATES

Published: The magazine is published four times a year, Spring, Summer, Fall and Winter. It is 24-36 pages, four color, with theme focused articles. Each issue has articles from the leadership and departments within the Christian Legal Society.

Circulation: The 1st two issues of 2009 (Spring and Summer 2009) are being mailed to existing and former members of the Christian Legal Society – total circulation of 10,000 plus a pass through rate of 2-3 times the 10,000.

The 2nd two issues (Fall and Winter 2009) will be mailed to the 5,000 members of the Christian Legal Society plus distributed at the conference and will also have a pass through rate of 2-3 times the 5,000.

Beginning with the 2009 issues the Christian Lawyer magazine will be posted on the CLS web site and will have the ads linked for 90 days to the advertisers web site.

AD RATES PER INSERTION

	10,000 Copies Spring & Summer '09		5,000 Copies Fall & Winter '09	
	1X	2X	1X	2X
Four Color				
Full Page – Bleed/Non Bleed	\$ 1,981	\$ 1,783	\$ 1,415	\$ 1,274
1/2 Page	\$ 1,189	\$ 1,070	\$ 849	\$ 764
1/3 Page	\$ 858	\$ 772	\$ 613	\$ 552
1/4 Page	\$ 693	\$ 624	\$ 495	\$ 446
Cover 2 (inside front cover) or 4 (back cover)	\$ 2,575	\$ 2,317	\$ 1,839	\$ 1,655
Cover 3 (inside back cover)	\$ 2,477	\$ 2,229	\$ 1,769	\$ 1,592

	10,000 Copies Spring & Summer '09		5,000 Copies Fall & Winter '09	
	1X	2X	1X	2X
Black & White				
Full Page – Bleed/Non Bleed	\$ 1,683	\$ 1,515	\$ 1,202	\$ 1,082
1/2 Page	\$ 1,011	\$ 910	\$ 722	\$ 649
1/3 Page	\$ 728	\$ 655	\$ 520	\$ 468
1/4 Page	\$ 589	\$ 530	\$ 421	\$ 379

CLOSING DATES

Issue Date	Editorial Focus	Insertion Order Due	Advertising Materials Due
Spring 2009	Legal Aid	3/2/09	3/9/09
Summer 2009	National Conference Issue	5/26/09	6/2/09
Fall 2009	Law Student Ministries	8/18/09	8/25/09
Winter 2009	Law Firm Practice: Solo, Small, Large, Government	11/10/09	11/17/09

MECHANICAL REQUIREMENTS

(Magazine trim size is 8-3/8" x 10-7/8")

Full page: 7-3/8"W x 9-7/8" H (nonbleed) OR 8-5/8"W x 11-1/8" H (bleed)

1/2 page: 7-3/8"W x 4-3/4" H

1/3 page: 4-3/4"W x 4-3/4" H

1/4 page: 3-1/2"W x 4-3/4" H

Media: High resolution PDF preferred (can be e-mailed). InDesign, PageMaker or Quark Express files. Ads submitted on disk must include all fonts, original art files and a laser proof. Line Screen: 150 LPI

Advertising rates subject to change without notice unless prior advertising commitment received. Total billing due and payable within 30 days of invoice date. All cancellations must be in writing prior to Insertion Order Date for that issue and shall not be considered accepted until confirmed by Ad Guidance, Inc.

For further information, contact:

Ad Guidance, Inc.

Ken Cibroski

283 Whistlewood Lane • Winchester, VA 22602

Toll Free: (877) 965-7492 • Fax: (877) 562-9189

E-mail: Ken@adguidance.com

Submit all ad materials and Insertion Order forms to
Ad Guidance, Inc. at the above address.

THE CHRISTIAN LAWYER MAGAZINE

ADVERTISING INSERTION ORDER

Company _____

Address _____

Phone _____ Fax _____

Contact _____ E-mail _____

Billing Address (if different from above) _____

Ad insertion for: (check all that apply; please note that covers are four color, full page only)

Four Color Black & White Cover 2 Cover 3 Cover 4

(check all that apply)

Spring '09 Issue

Full Page 1/2 Page 1/3 Page 1/4 Page

Summer '09 Issue

Full Page 1/2 Page 1/3 Page 1/4 Page

Fall '09 Issue

Full Page 1/2 Page 1/3 Page 1/4 Page

Winter '09 Issue

Full Page 1/2 Page 1/3 Page 1/4 Page

Position of advertisement shall be under the exclusive discretion and control of the Publisher, unless a position guarantee fee is paid by advertiser.

Total amount to be billed per insertion (see Advertising Rate Sheet)

\$ _____ (rate) x _____ (# of insertions) = \$ _____

Signature _____ Date _____

Please submit all ad copy to Ken Cibroski at:
Ad Guidance, Inc., 283 Whistlewood Lane, Winchester, VA 22602
Phone: 877-965-7492 • Fax: 877-562-9189

GENERAL CONDITIONS FOR ADVERTISING IN THE *CHRISTIAN LAWYER* MAGAZINE

No advertisement shall be published unless a submission form and ad copy (see mechanical requirements) are received at the offices of Ad Guidance, Inc. by the Insertion Order deadline specified by Ad Guidance for the issue(s) desired.

Changes in advertising copy shall not be considered authorized by the Advertiser unless confirmation of such change is received in writing at the offices of Ad Guidance, Inc. by the closing date for the issue(s) desired. If copy changes are not properly confirmed in writing, the Advertiser's most recent advertisement shall be used.

If all necessary advertising materials are not received at the offices of Ad Guidance, Inc. by the closing deadline for the issue(s) desired, placement of the advertisement in that issue(s) is not guaranteed.

No advertisement may be canceled after the specified closing deadline for the issue in which it is scheduled to appear.

Layout and typesetting costs are not included in the Publisher's advertising price, and shall be billed separately to the Advertiser at prevailing rates.

The Advertiser must pay the Publisher's invoices within 30 days. The Publisher reserves the right to withhold further advertisements for any Advertiser with a past due account.

The Publisher shall not be responsible for errors caused by designers and typesetters.

The Publisher shall not be responsible for claims made in advertisements and the Advertiser shall indemnify and hold the Publisher harmless from any liability of any kind arising from such claims, including reasonable attorney's fees and all other associated costs of litigation.

All advertisements are subject to approval by the Publisher. Such approval shall be granted or withheld solely at the Publisher's absolute discretion.

The Advertiser and any agency utilized by it are subject to satisfactory credit reports.

The Advertiser specifically warrants that all photographs and endorsements are covered by valid, written consents and the Advertiser shall indemnify and hold the Publisher harmless from any liability of any kind resulting from publication thereof, including reasonable attorney's fees and all other associated costs of litigation.

In the event that a dispute arises between the Publisher and the Advertiser that is not specifically governed by the foregoing terms and conditions, such dispute shall be resolved in accordance with the custom of the trade.