

Vendor Views Advertising Units

Available in two standard formats only. All layout and typesetting is standard and is done by the publisher. Advertisers may NOT supply ready-made ads or make changes in the standard style and layout.

1) ALL TEXT LISTING. Limited to 120 words including contact information

2) TEXT-PLUS LISTING. Limited to 80 words including contact information plus one small logo, illustration or screen-shot in a size suitable to fit within the text in the available area.

RATES

Price includes link to advertiser's website

Multiple Listings (more than one issue)

\$485 per listing

Single Listing (any issue)

\$550 per listing

*Paralegal Today is published quarterly by
Conexion International Media, Inc.*

Closing Dates: For reservations, 45 days prior to issue date. For materials, 30 days prior to issue date. Contact Sales Manager for more info.

Display Ads - Acceptable Materials

Digital material is required. Acceptable file formats are high-resolution PDF (Press Optimized) all fonts embedded. All 4-color images must be CMYK and minimum 300 DPI. Text to print in black ink should be on black file only (not 4C). InDesign files (MAC) may also be provided. Materials submitted in non-standard sizes are subject to rejection or publisher's adjustment.

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www.litigationsupporttoday.com

4-Color Rates

Ad Size	1x	2x	3x	4x	6x	8x
Full page	\$2,570	\$2,538	\$2,482	\$2,442	\$2,313	\$2,279
2/3 page	\$2,198	\$2,171	\$2,123	\$2,088	\$1,979	\$1,949
1/2 Page	\$1,718	\$1,697	\$1,659	\$1,633	\$1,547	\$1,523
1/3 Page	\$1,223	\$1,208	\$1,181	\$1,162	\$1,101	\$1,085
2-Page Spread	\$4,729	\$4,670	\$4,567	\$4,494	\$4,257	\$4,194

Black & White Rates

Ad Size	1x	2x	3x	4x	6x	8x
Full page	\$2,058	\$2,032	\$1,987	\$1,955	\$1,852	\$1,824
2/3 page	\$1,689	\$1,668	\$1,631	\$1,605	\$1,520	\$1,497
1/2 Page	\$1,209	\$1,194	\$1,168	\$1,149	\$1,088	\$1,072
1/3 Page	\$941	\$929	\$908	\$893	\$846	\$834
2-Page Spread	\$3,704	\$3,658	\$3,577	\$3,519	\$3,334	\$3,284

Cover Positions

Position	1x	2x	3x	4x	6x	8x
Inside Front Cover	\$3,213	\$3,173	\$3,103	\$3,052	\$2,892	\$2,848
Inside Back Cover	\$2,956	\$2,919	\$2,854	\$2,808	\$2,660	\$2,621
Back Cover	\$3,342	\$3,300	\$3,227	\$3,174	\$3,007	\$2,962
Page 3 or 5	\$2,879	\$2,843	\$2,780	\$2,735	\$2,591	\$2,552

No charge for bleed.

NOTE: All rates are NET to publisher.

ISSUE DATES 2012

EDITORIAL CALENDAR

January/March	Paralegal Success Stories. Educational Focus. Annual School Directory
April/June	Annual Salary Survey. Paralegal Employment Overview
July/September	Corporate Paralegal Work. Practice Specialties.
October/December	Technology Focus. E-Discovery & Tech Vendor Directory. Annual Paralegal Association Conferences Report

ADVERTISEMENT SIZES

Trim size of publication: 8-1/8" x 10-7/8"

Non Bleed Sizes

Width x Height

Full Page 7" x 10"

2/3 Page 4-5/8" x 10"

1/2 Page Horizontal 7" x 4-7/8"

1/3 Page Vertical 2-1/4" x 10"

1/3 Page Square 4-5/8" x 4-7/8"

2-Page Spread 14" x 10"

For Spread Ads (other than center fold) allow 1/2" dead area in the gutter. Headlines that run across the center seam should be split between words not letters.

Bleed Sizes

Width x Height

Full Page 8-3/8" x 11-1/8"

2-Page Spread 16-1/2" x 11-1/8"

Add at least 1/8" to trim side for all edges that bleed.

Keep all live matter at least 3/8" from trim. If an ad is to bleed, registration marks must be accurately applied.