

PARALEGAL TODAY™

The Authority for the Paralegal Profession

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Conexion International Media, Inc.
 For updated Closing Dates
 Contact Publisher

ISSUE NUMBER	EDITORIAL FOCUS
Q1	Educational Focus. Annual School Directory. Paralegal Success Stories.
Q2	Paralegal Employment Overview
Q3	Corporate Paralegal Work. Practice Specialties.
Q4	Legal Technology Focus. Future Outlook

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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ADVERTISING RATES 2017

Rate Card No. PT-1702

Effective January 1, 2017

4-Color Rates

Ad Size	1x	2x	3x	4x
Full page	\$2,359	\$2,312	\$2,265	\$2,217
1/2 Page	\$1,651	\$1,618	\$1,585	\$1,552
1/3 Page	\$1,156	\$1,133	\$1,110	\$1,087
2-Page Spread	\$4,624	\$4,531	\$4,439	\$4,346

Premium Positions

Position	1x	2x	3x	4x
Inside Front Cover	\$2,949	\$2,890	\$2,831	\$2,772
Inside Back Cover	\$2,713	\$2,659	\$2,604	\$2,550
Back Cover	\$3,067	\$3,005	\$2,944	\$2,883
Page 3 or 5	\$2,642	\$2,589	\$2,536	\$2,484

Black & White Rates

Ad Size	1x	2x	3x	4x
Full page	\$1,769	\$1,734	\$1,698	\$1,663
1/2 Page	\$1,238	\$1,214	\$1,189	\$1,164
1/3 Page	\$867	\$850	\$832	\$815

No charge for Bleed. NOTE: All rates are NET to publisher.

EDUCATIONAL INSTITUTION DISCOUNTS

Universities, Schools or other teaching institutions that offer programs of value to paralegals may qualify for special discounts on advertising rates, depending on extent of advertising program. Contact Publisher for info.

ADVERTISEMENT SIZES

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

Non Bleed Sizes

	Width x Height
Full Page	7" 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.

ADVERTISING SALES CONTACT

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