



2005 ADVERTISING RATES & SPECIFICATIONS

HEADNOTES

Published monthly by the Dallas Bar Association, distributed to more than 9,000 Dallas-area attorneys.

DISPLAY ADVERTISING RATES

Ad Size	Dimensions (width x height)	12X	6X	3X	1X
Full Page	10" x 15.75"	\$1,670	\$1,815	\$1,978	\$2,130
Junior Page	7.275" x 10.375"	\$1,293	\$1,440	\$1,588	\$1,752
1/2 Page	10" x 7.675" (horizontal) 4.75" x 15.75" (vertical)	\$1,003	\$1,151	\$1,219	\$1,442
1/4 Page	4.75" x 7.675"	\$585	\$728	\$792	\$1,009
1/6 Page	4.75" x 5"	\$463	\$599	\$667	\$850
1/8 Page	2.25" x 7.675"	\$329	\$395	\$498	\$637

Premium Position:	Add 15%
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DIRECT SALES INQUIRIES to Todd Polk at (214) 744-7711 or tpolk@texaslawyer.com.

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Texas Lawyer Combo Discount: -10%

The Dallas Bar Association is a non-profit organization, and therefore does not offer agency discounts.

MECHANICAL SPECIFICATIONS

Send Materials To: sphelps@texaslawyer.com (Save art as a PDF with all fonts embedded and distilled between 600 and 900 dpi. 85 line screen.)

Page Size: 11 3/8" x 17.5" tabloid

Bleeds: Not Available

Design and production services available at no extra cost, through three sets of proofs with rapid turn-around.

Corrections beyond the third proof will be billed at a fair market rate.

POLICIES & REQUIREMENTS

- All advertisements shall be placed in *Headnotes* at the sole discretion of the Dallas Bar Association.
- All advertisements must accompany a signed Insertion Order. Any advertiser or agency who fails to fulfill the contract will be short-rated. Accounts not paid within 60 days of invoice are considered delinquent and are subject to suspension and/or referral to collection agency, and may incur additional charges. Discounts will be withdrawn on delinquent advertisements.
- The *Headnotes* staff and the Dallas Bar Association do not assume any responsibility for ads — including errors or omissions — beyond the cost of the ad itself. Claims for error adjustment must be made within 45 days of receipt.
- No paid political advertising shall be placed in *Headnotes*.
- No announcement of candidacy for elected office shall be published in *Headnotes* without prior approval of the Dallas Bar Association Board of Directors.
- An announcement of appointment to or resignation from an elected office may be published if such a request is submitted in writing to the editor of *Headnotes* within 60 days of the appointment or resignation.
- It shall be the policy of the Dallas Bar Association that no advertisement should indicate preference, limitation, specification or discrimination based on color, handicap, religion, sex, national origin or age.

DALLAS BAR ASSOCIATION

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