

REBA NEWS

The Real Estate Bar Association For Massachusetts



REBA News

REBA News (formerly *The Conveyancer*) is published quarterly by REBA in partnership with Massachusetts Lawyers Weekly and inserted in the full distribution of Massachusetts Lawyers Weekly's 11,000 weekly distribution, with 500 additional copies provided to REBA for additional distribution. REBA News will also be available on-line at www.massrelaw.com and www.masslawyersweekly.com. Newspaper advertising will also appear in on-line version of REBA News. Total readership of lawyers practicing real estate law: 10,000.

Mechanical Data

Trim Size: 11" x 13.5"
Printable Area: 10" x 12"
Binding: Fold
Method of Printing: Offset full run
Halftone Screen Requirements:
 85 line screen preferred; 100 maximum
 240 maximum density

Digital Ad Specifications:

Ad documents created in Macintosh platform in QuarkXpress. Must provide all screen and printer fonts. Images must be at 100 line screen, 200dpi at 100%; TIFF format for black and white and EPS for color. All colors must be in CMYK mode. Macintosh format CD-Roms or 100MB Zip disks. Call for settings and specifications for PDF files.

Errors:

Advertisers are responsible for checking the first insertion of the advertisement and notifying their Lawyers Weekly representative of any errors. Advertisers must report errors immediately to receive any compensation. No allowance will be made for errors that do not materially affect the value of the ad.

Printing Specifications:

Specifications for web offset publications (SWOP) adopted.

Advertising Rates

| Size | 1x | 4x |
|-----------|------|------|
| Back Page | 2600 | 1950 |
| Full | 2200 | 1650 |
| Half | 1275 | 955 |
| 1/4 | 695 | 520 |
| 1/8 | 380 | 285 |

MLW Contract advertisers:
5% discount

Real Estate Service Directory: \$150 4X

4 Color \$425
 3 Color \$300
 2 color \$175

Banner ad on REBA News Web page
\$150/Month

Advertising Dimensions

| | |
|---------------------|-------------|
| Full Page | 10" x 12" |
| 1/2 Page Vertical | 5" x 12" |
| 1/2 Page Horizontal | 10" x 6" |
| 1/4 Page Vertical | 5" x 6" |
| 1/4 Page Horizontal | 10" x 3" |
| 1/8 Page Vertical | 2.375" x 6" |
| 1/8 Page Horizontal | 5" x 3" |
| Service Directory | 1.878" x 2" |

2005 Issue Dates: Jan 10, April 4, July 4, Oct 3
 Deadline 3 weeks prior to issue date