

# 2007 Rate Card

VIRGINIA LAWYERS WEEKLY

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www.valawyersweekly.com

## DISPLAY

	1x	6x	13x	26x	52x
Full	\$2,770	\$2,495	\$2,215	\$1,965	\$1,660
Junior	\$1,832	\$1,648	\$1,465	\$1,280	\$1,092
Half	\$1,738	\$1,565	\$1,391	\$1,213	\$1,040
1/4	\$ 861	\$ 772	\$ 688	\$ 599	\$ 515
1/8	\$ 557	\$ 499	\$ 446	\$ 388	\$ 336
1/16	\$ 378	\$ 341	\$ 299	\$ 262	\$ 226

Full page rates include 4-color  
20% premium for guaranteed placement

## COLOR

2-color:	\$150
3-color:	\$250
4-color:	\$350

## CLASSIFIED DISPLAY

(includes listing on lawyersweekly.com)  
Rates are per column inch

1x	4x	6x	13x	26x	52x
\$67.50	\$53.00	\$49.50	\$46.25	\$42.00	\$38.00

## CLASSIFIED LINE-BY-LINE

(includes listing on lawyersweekly.com)

2x	\$16.25 per line
4x	\$12.25 per line
	\$17.25 headline
	\$42.00 box charge

## LAWYER-TO-LAWYER REFERRAL and ADR DIRECTORY

(includes listing on lawyersweekly.com)

	6 Mo.	1 Yr.
1/2 Unit	\$ 599	\$ 935
1 Unit	\$ 751	\$1,097
2 Units	\$1,134	\$1,800

1/2 Unit =  $1\frac{7}{8}'' \times 1\frac{3}{4}''$

2 Unit Vertical =  $1\frac{7}{8}'' \times 7\frac{1}{2}''$

1 Unit =  $1\frac{7}{8}'' \times 3\frac{5}{8}''$

2 Unit Horizontal =  $3\frac{7}{8}'' \times 3\frac{5}{8}''$

Additional charge: photograph 26 weeks \$100 • 52 weeks \$200

20% additional charge for directory ads running fewer  
than minimum agreement period.

## EXPERT DIRECTORY and LEGAL PRODUCTS & SERVICES DIRECTORY

(includes listing on lawyersweekly.com)

	13x	26x	52x
$1\frac{7}{8}'' \times 1\frac{1}{2}''$	\$ 72	\$ 60	\$ 50
$1\frac{7}{8}'' \times 2\frac{1}{2}''$	\$ 88	\$ 77	\$ 70
$1\frac{7}{8}'' \times 3\frac{1}{2}''$	\$133	\$112	\$100
$1\frac{7}{8}'' \times 4\frac{1}{2}''$	\$156	\$139	\$125

20% additional charge for directory ads running fewer  
than minimum agreement period.

## PROFESSIONAL ANNOUNCEMENT

	1 wk	2 wks	3 wks	4 wks
Full	\$1,260	\$1,472	\$1,803	\$2,127
Junior	\$1,134	\$1,323	\$1,624	\$1,907
Half	\$1,045	\$1,229	\$1,505	\$1,775
Quarter	\$ 504	\$ 628	\$ 689	\$ 816
Sixth	\$ 441	\$ 568	\$ 634	\$ 700
Eighth	\$ 378	\$ 485	\$ 546	\$ 634

Date Effective: 1/1/07

Visit our Online Media Kit at  
<http://www.lawyersweekly.com/promo/>

VIRGINIA  
LAWYERS WEEKLY