

2010 Print Advertising Rates

LawyersUSA

www.lawyersusaonline.com

■ Display Advertising

	1x	6x	12x
Full	\$ 3,150	\$ 2,330	\$ 1,920
Junior	\$ 2,265	\$ 1,680	\$ 1,380
Half	\$ 1,855	\$ 1,365	\$ 1,130
Quarter	\$ 1,050	\$ 780	\$ 640
Eighth	\$ 615	\$ 450	\$ 375
Sixteenth	\$ 370	\$ 275	\$ 225

2-Color

\$ 200 (per ad, per publication)

4-Color

\$ 470 (per ad, per publication)

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

■ Professional Announcements

	1x	2x	3x	4x
Full	\$ 1,490	\$ 2,240	\$ 3,130	\$ 3,875
Junior	\$ 1,360	\$ 2,045	\$ 2,850	\$ 3,535
Half	\$ 1,115	\$ 1,670	\$ 2,330	\$ 2,890
Quarter	\$ 695	\$ 1,045	\$ 1,450	\$ 1,795
Sixth	\$ 545	\$ 815	\$ 1,145	\$ 1,420
Eighth	\$ 335	\$ 515	\$ 710	\$ 935

All space deadlines: Friday 11:00 A.M. (10 days before publication date)

Non-profit organization discount - 15% (applies to appropriate contract)

■ Classified Advertising

Classified Display

1x	4x	6x	12x
\$ 60	\$ 50	\$ 47	\$ 42

Rates are per column inch

Line by Line

2x	4x
\$ 9.25 per line	\$ 6.90 per line

■ Directories

Lawyer-to-Lawyer Referral

1 year

1 Unit (1 7/8" x 3 5/8")	\$ 840
2 Unit (1 7/8" x 7 1/2" or 3 7/8" x 4")	\$ 1,575

Experts Directory / Legal Products & Services

1 year

1 column x 1 1/2"	\$ 880
1 column x 2 1/2"	\$ 1,510
1 column x 3 1/2"	\$ 2,140
1 column x 4 1/2"	\$ 2,560

1 column = 1 7/8"