

MASSACHUSETTS LAWYERS WEEKLY

www.masslawyersweekly.com

Display Advertising

	1x	6x	13x	26x	52x
Full	\$5,100	\$4,530	\$4,032	\$3,580	\$3,020
Junior	\$3,420	\$2,980	\$2,645	\$2,300	\$1,960
Half	\$3,055	\$2,740	\$2,445	\$2,130	\$1,825
Quarter	\$1,700	\$1,515	\$1,350	\$1,180	\$ 995
Eighth	\$ 950	\$ 845	\$ 745	\$ 655	\$ 550
Sixteenth	\$ 550	\$ 475	\$ 420	\$ 370	\$ 320

2-Color

\$ 210 (per ad, per publication)

4-Color

\$ 485 (per ad, per publication)

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

Deadline – Monday 4:00 P.M.

Professional Announcements

	1x	2x	3x	4x
Full	\$2,565	\$3,665	\$4,735	\$5,685
Junior	\$2,240	\$3,050	\$3,875	\$4,685
Half	\$1,975	\$2,785	\$3,540	\$4,290
Quarter	\$1,275	\$1,845	\$2,500	\$2,995
Sixth	\$ 990	\$1,425	\$1,855	\$2,925
Eighth	\$ 700	\$ 985	\$1,275	\$1,560

Deadline – Monday 4:00 P.M.

Classified Advertising

Classified Display

1x	4x	6x	13x	26x	52x
\$ 86	\$ 72.50	\$ 67	\$ 64	\$ 59	\$ 53.50

Deadline – Wednesday 2:00 P.M. | Rates are per column inch, 2 inch minimum

Line by Line

2x	4x	headline	box charge
\$ 23 per line	\$ 19 per line	\$ 32	\$ 52

Deadline – Wednesday 11:00 A.M.

Legal Notices

Classified Display

\$21 rate per column inch

\$336 rate for Modular Block (2 columns x 7 1/2 inches)

Deadline – Wednesday 4:00 P.M.

Directories

Lawyer-to-Lawyer Referral 1 year (52x)

1 Unit (1 7/8" x 3 5/8") \$ 2,000

Deadline – Monday 4:00 P.M.

ADR 1 year (52x)

1 Unit (1 7/8" x 2 1/2") \$ 1,355

Deadline – Monday 4:00 P.M.

Experts Directory / Legal Products & Services

1 year (52x)

1 column x 1 1/2" \$ 2,965

1 column x 2 1/2" \$ 4,840

1 column x 3 1/2" \$ 6,605

1 column x 4 1/2" \$ 7,385

1 column = 1 7/8"

Deadline – Monday 4:00 P.M.

20% additional charge for contract cancellations.

Massachusetts Lawyers Weekly Online

Position	Price	Dimension (pixels)
Top Leader Board*	\$ 1,500	728 x 90
Top Page Medium Rectangle*	\$ 1,050	300 x 250
Mid-Page Medium Rectangle*	\$ 800	300 x 250
Verdicts & Settlements Sponsor**	\$ 1,200	234 x 60
Practice Area Sponsor**	\$ 1,000	234 x 60
Bottom Leader Board*	\$ 650	728 x 90

*Rates illustrated are monthly rates | All positions run of site | 1 of 4 rotations

**Rates illustrated are 2 month minimum | Exclusive

Massachusetts Lawyers Weekly E-mail & Practice Alerts

Position	Price	Dimension (pixels)
Medium Rectangle*	\$ 600	300 x 250

*Rate illustrated is weekly

Daily Alerts and Practice Area Alerts include, but are not limited to: Bankruptcy, Business, Corporate, Criminal, Employment, Family, PI/Tort, Real Property, Workers' Compensation, In-House, Real Estate, ADR, Legal Products, Lawyer-to-Lawyer.

2011 PRINT & ONLINE ADVERTISING RATES

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