

Detroit Lawyer

MAGAZINE DISTRIBUTION

25,000+ electronic distribution
900+ printed distribution

ADVERTISEMENT RATES

Full-Page Inside Cover (Back or Front) \$1,200/issue (1x insertion)
\$1,000/issue (4x insertion)

Full-Page Ad **BEST VALUE** \$1,000/issue (1x insertion)
\$850/issue (4x insertion)

Two-Thirds-Page Ad (Vertical) \$850/issue (1x insertion)
\$700/issue (4x insertion)

Half-Page Ad (Vert. or Horizontal) \$650/issue (1x insertion)
\$550/issue (4x insertion)

Third-Page Ad (Vert. or Horizontal) \$450/issue (1x insertion)
\$375/issue (4x insertion)

Quarter-Page Ad (Vertical) \$400/issue (1x insertion)
\$350/issue (4x insertion)

Sixth-Page Ad (Vertical) \$275/issue (1x insertion)
\$225/issue (4x insertion)

Eighth-Page Ad (Business Card, Horiz.) \$250/issue (1x insertion)
\$200/issue (4x insertion)

MEMBERS
ONLY

**Professional
Announcement** \$250 (100 word max.
plus headshot photo)

MEMBERS
ONLY

**Classified
Announcement** \$50 (30 word max.,
text only)

ISSUE SPONSOR

\$4,000/issue

Cover Image:

Please submit three photo options. High resolution JPG photos (300+ dpi) preferred, at a size at least 9x12 in. Photo options should allow for room for magazine title.



Full-Page advertisement:

See attached spec sheet. Back cover (or placement of your choice, provided space is not already sold). PDF preferred. CMYK, 300 dpi. Trim size = 8.5 x 11 in. Bleed size = 8.75 in. x 11.25 in. (0.125 in. bleeds on all sides).

Article: Provide 1,000 to 2,500-word article in Word document, including:

- Byline
- Short author biography (50 words)
- Author photo
- Photos or graphics to illustrate the article, as needed.
- Captions, if appropriate

TO BECOME A SPONSOR, PLEASE CONTACT:

Darlene Trudell, dtrudell@detroitlawyer.org, 313 961-6120, ext. 201

DETROIT BAR ASSOCIATION

Detroit Lawyer

Full-Page Advertisement

Trim size: 8.5 in. x 11 in.

Bleed size: 8.75 x 11.25 in. (0.125 in. on all sides)

PDF Preferred

CMYK

Outlined fonts

300 dpi

Quarter-Page Vertical Ad

3.5 in. wide x 4.25 in. high

Half-Page Vertical

3.5 in. wide x 8.75 in. high

Eighth-Page (Business Card) Horizontal

3.5 in. wide x 2 in. high

Two-Thirds Page Vertical Ad

4.75 in. wide x 8.75 in. high

Third-Page Vertical Ad

2.25 in. wide x
8.75 in. high

Half-Page Horizontal Ad

7.25 in. wide x 4.25 in. high

Third-Page Horizontal Ad

4.75 in. wide x 4.25 in. high

Sixth-Page Vertical

2.25 in. wide x
4.25 in. high