

Virginia Lawyer

VIRGINIA LAWYER REGISTER

The Official Publication of the Virginia State Bar



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45,000 + **5,000**
circulation monthly online readers

Virginia Lawyer magazine is the official publication of the Virginia State Bar and is distributed to lawyers, judges, general subscribers, law libraries, other state bar associations, and the media.

Our interactive digital edition is available and archived online for greater reach. Ads in the digital edition are linked to each advertiser's website.

Each issue contains substantive articles on legal subjects, informational pieces about the bar and bar activities, letters to the editor, professional notices, rule changes, ethics opinions, disciplinary actions, classified ads, and advertisements.

For more information or to request an insertion order or space reservation, contact Dee Norman at (804) 775-0594 or dnorman@vsb.org.

bi-monthly | saddle stitch | full color | six annual issues



2024 ADVERTISING RATES

Advertising Rates

- Guaranteed placements (other than covers) are subject to a 10% premium.
- Discounts available for advertising agencies and non-profits.

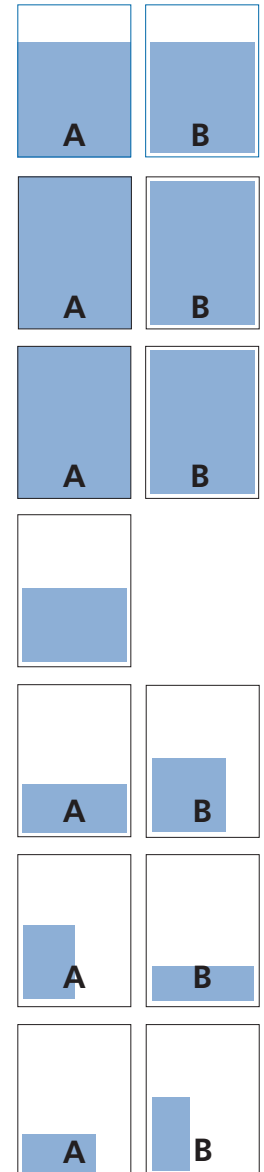
Classifieds

- Visit <https://www.vsb.org/Site/Site/news/classified-ads> for more information.

Multiple-Page Spreads

- Single-page cost times number of pages

Unit	1x	3x	6x	Dimensions
Back Cover*	\$1650	\$1600	\$1550	7.75" w x 8" h a) Bleed: 8.375"x8.5" b) Trim: 8.25"x8.25"
Inside Cover*	\$1650	\$1600	\$1550	7.75" w x 10.25" h a) Bleed: 8.25"x11" b) Trim: 8.25"x10.75"
Full Page*	\$1150	\$1100	\$1050	7.75" w x 10.25" h a) Bleed: 8.25"x11" b) Trim: 8.25"x10.75"
One-Half	\$950	\$900	\$850	7.25" w x 4.75" h
One-Third	\$625	\$575	\$525	a) 7.25" w x 3" h b) 4.75" w x 4.75" h
One-Fourth	\$525	\$475	\$425	a) 3.5" w x 4.75" h b) 7.25" w x 2.25" h
One-Sixth	\$425	\$375	\$325	a) 4.75" w x 2.25" h b) 2.25" w x 4.75" h



*Ad sizes can have bleeds. Set bleeds to 0.125."

Advertising Deadlines

Month and Theme	February 2024 Virginia Law Foundation	April 2024 Litigation	June 2024 General Practice	August 2024 New President/ Annual Meeting	October 2024 Pro Bono	December 2024 Environmental Law
Space Reservations Due	12/19/2023	2/19/2024	4/19/2024	6/21/2024	8/20/2024	10/18/2024
Ad Materials Due	1/10/2024	3/9/2024	5/10/2024	7/10/2024	9/9/2024	11/8/2024
Mail Date	1/31/2024	3/29/2024	5/24/2024	7/26/2024	9/27/2024	11/25/2024

Advertising Policy

Visit <https://www.vsb.org/Site/Site/news/virginia-lawyer-magazine> for our full policy.

Discounts available for advertising agencies and non-profits. Contact Dee Norman at (804) 775-0594 or dnorman@vsb.org for more details.

Virginia Lawyer Digital Edition

Read every issue of Virginia Lawyer at <https://bit.ly/VLarchive>.

- Included links in advertisements will open in a new tab from the digital edition.
- All print advertisers are featured in the digital edition for no extra cost.



Art Specifications & Requirements



Page Size

8.25" x 10.75"

Text Area

7.75" x 10.25"

Bleed Size

8.5" x 11"

Printer

Walsworth

Binding

7.75" x 10.5"

Art Requirements

- A high resolution pdf is the preferred file format.
- Additionally JPG, EPS, or TIF is accepted.
- All images must be 300 dpi (images from the web are not print quality).
- Fonts embedded.
- Name files clearly, indicating your company, name and publication.
- For ads with bleed, export the pdfs with 1/8" (0.125") bleed setting. No crop marks.
- Color requirements: All full color and ad artwork must be in process color (CMYK). No spot colors.
- Black must be 100% black (0% C,M,Y).

Ad Material Submission

- Email dnorman@vsb.org to order advertising space and for additional specifications.
- Please allow up to 2 business days for confirmation of receipt and the status of your ad.

Design Services

- Free ad design for full page ads (with revisions up to 3 proofs).
- Please allow up to 5 business days for first proof.
- Contact us for more information.



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THE CONFERENCE OF LOCAL AND SPECIALTY BAR ASSOCIATIONS

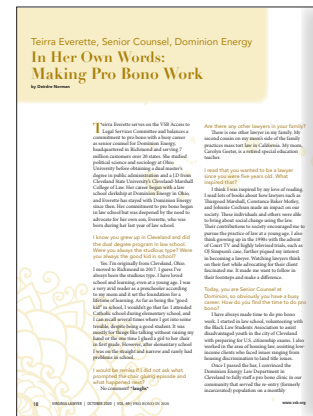
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