

# MONTANA LAWYER

## The official magazine of the State Bar of Montana

Montana Lawyer is delivered 6 times a year to every attorney licensed to practice law in Montana

# Advertising Rate Card

## Reach every lawyer in Montana

If businesses want an audience to pay attention to a particular message, they need to use a medium that reaches that audience. Only one medium reaches every lawyer in Montana – the Montana Lawyer magazine.

## Overview

Montana Lawyer is the official publication of the State Bar of Montana. It is a full-color, glossy magazine that is mailed six times per year to every lawyer licensed to practice law in Montana. The circulation of the print magazine is approximately 5,000.



To help advertisers get more from their advertising investment, Montana Lawyer offers an enhanced digital edition of the magazine. The digital edition is available free of charge to anyone who visits the Bar's website. This increases readership among audience segments who do not regularly receive or subscribe to the magazine, such as employees of law firms and court personnel.

## 2022 RATES

### Premium Positions

	Single insertion	Three insertions
Back cover full page	\$750	\$650
Inside front full page	\$600	\$575
Inside Back full page	\$600	\$575
Inside back half page	\$400	\$350

### Interior Positions

	Single insertion	Three insertions
Full page	\$500	\$450
Half page	\$350	\$315
One-third page	\$260	\$235
Quarter page	\$225	\$200
One-sixth page	\$180	\$160

## Advertising Contact

Joe Menden  
State Bar of Montana  
P.O. Box 577  
Helena, MT 59624  
406-447-2200  
editor@montanabar.org

**Color is now available at no extra charge for all ad sizes and positions**

Please submit display ads in PDF format.  
Minimum 151 ppi required for all advertising art.

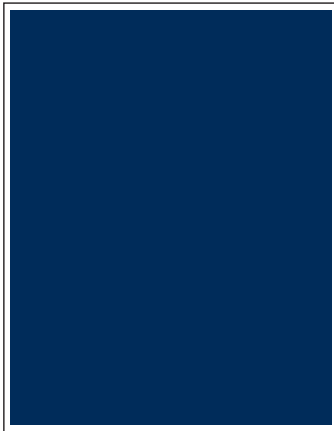
## AD SIZE REQUIREMENTS

**Publication trim size is**  
8.25 x 10.75 inches

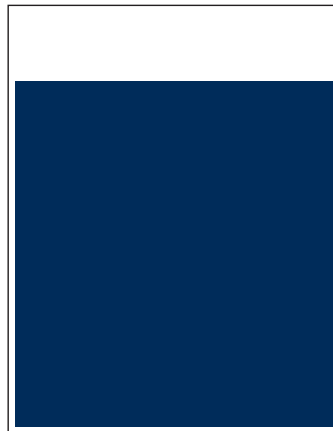
**Publication bleed size is**  
8.5 x 11 inches

**Note:** All text must be at least 0.125" inside trim.

**Questions?** Email [editor@montanabar.org](mailto:editor@montanabar.org)



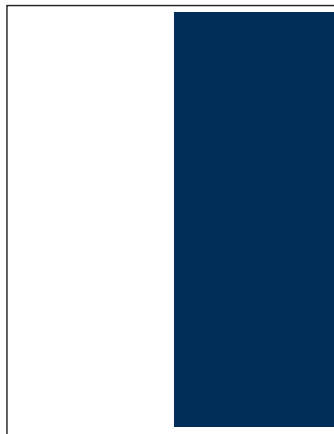
**full page w/ no bleed**  
7 1/4 x 9 1/2 inches  
**full page w/bleed --**  
8.5 x 11 inches



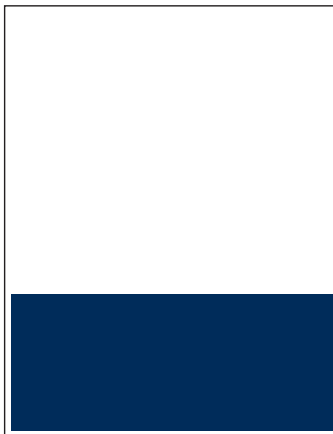
**Back cover, no bleed**  
7 1/4 x 8 1/3 inches  
**full page w/bleed --**  
8.5 x 9 inches



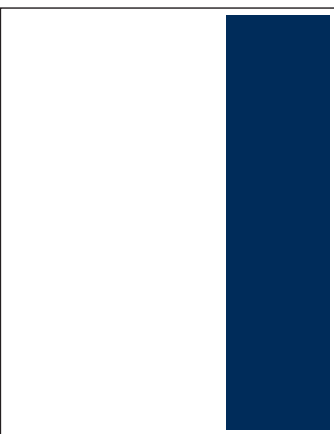
**half page (horizontal)**  
7 1/4 x 4.75 inches



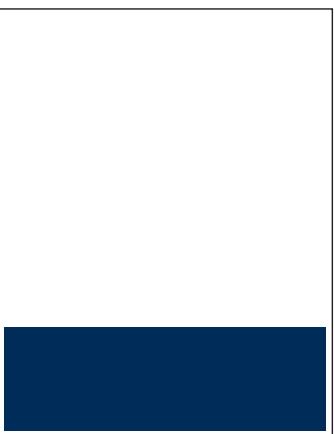
**half page (vertical)**  
3 1/2 x 9 1/2 inches



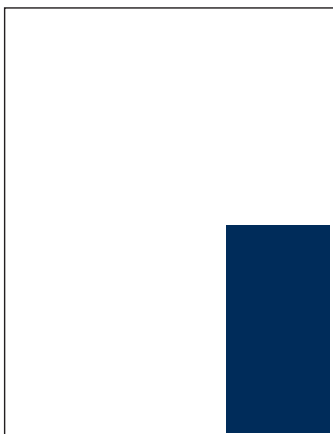
**one-third page (horiz.)**  
7 1/4 x 3 1/3 inches



**one-third page (vertical)**  
2 1/3 x 9 1/2 inches



**quarter page (horiz.)**  
7 1/4 x 2 1/3 inches



**one-sixth page (vertical)**  
2 1/3 x 4 3/4 inches

### Submitting artwork

All artwork must be submitted electronically (preferably in a high-resolution PDF file) to [editor@montanabar.org](mailto:editor@montanabar.org). Other acceptable formats are TIF or EPS with resolution of 300 dpi or better. All ads must be CMYK.

### Classified ads

Classified advertising is \$60 for up to 75 words. Longer ads may be subject to additional charges. For a word count, rate quote, email: [editor@montanabar.org](mailto:editor@montanabar.org).

### State Bar of Montana online Job Listings

30-day basic listing:  
\$129 for bar members  
\$229 for nonmembers.  
Cost includes free print classified ad insertion. Upgrades available.  
[jobs.montanabar.org](http://jobs.montanabar.org)

# Montana Lawyer 2021 Advertisement Insertion Order

## Advertiser Information

Firm/Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

## Ad Size

### Interior pages

- Full Page
- Half Page (vertical)
- Half Page (horizontal)
- One-third Page (vertical)
- One-third Page (horizontal)
- Quarter Page (horizontal)
- One-sixth Page (vertical)

### Premium pages

- Back Cover
- Inside Back Cover
- Inside Front Cover (sold)

## Payment options

- Payment enclosed
- Send an electronic invoice to the above email address
- Bill me at the above mailing address
- Credit card payment available.\*

\* Processing fees apply for credit card payment. Email [editor@montanabar.org](mailto:editor@montanabar.org) for details.

## Deadlines

**Space:** Please reserve space by the 7th of the month prior to publication. (Example: Order for February issue must be received by January 7.)

**Art:** Please send ad files by the 21st of month prior to publication. (Example: Files for February issue must be received by January 21.)

## Issue Selection

Place my ad in the following issues of the Montana Lawyer (check all that apply)

- December
- February
- April
- June
- August

## Submit completed order form to:

[editor@montanabar.org](mailto:editor@montanabar.org)  
Joe Menden  
State Bar of Montana  
P.O. Box 577  
Helena, MT 59601  
406-447-2200