



THE Hennepin LAWYER

Advertising Rates and Information

2011-2012



Advertising Contact: Jim Skoog

P: 612.752.6615 F: 612.752.6601 E-mail: thl@hcba.org

THE Hennepin LAWYER

Circulation and Readership Profile

HennepinLAWYER is the official membership publication of the **Hennepin County Bar Association** and is designed to inform metro-area lawyers about current issues and concerns relating to their legal practice. The HCBA is the largest district bar in the state with more than half of Minnesota's attorney population living or working in Hennepin County.

Since 1933, **The Hennepin Lawyer** has been a respected resource for up-to-date articles about the legal profession and developments in the law, particularly as they relate to practice in Hennepin County. The publication reaches attorneys, judges, law office personnel, and legal administrators. Our 2009 membership survey reflects that attorneys give high marks to the association's member communications and rate **The Hennepin Lawyer** as one of the primary benefits of membership.

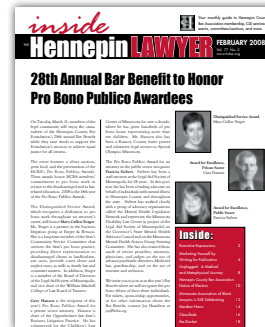
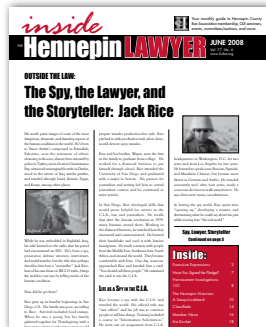
The legal community is actively engaged with the publication, making **The Hennepin Lawyer** an ideal media choice for your advertising. The latest readership survey reflects that during the past 12 months:

- 17% of readers contacted a **Hennepin Lawyer** advertiser or responded to a classified ad.
- 35% went online for more information after seeing an item in **The Hennepin Lawyer**.
- 28% recommended an author/article/item from **The Hennepin Lawyer** to a colleague.
- 18% read **The Hennepin Lawyer** the day they receive the latest issue.
- 64% read the publication within the first week of receiving the issue.

Advertising in **The Hennepin Lawyer** will bring your message to the individuals that you want to reach, allowing you to cost-effectively invest your advertising dollars. The majority of HCBA members work in law firms, while the rest work in business, government, nonprofit, and other settings. They are active—both professionally and personally—and many are decision-makers for law firm purchases as well as for other organizations they serve. Of the membership, two-thirds are male and one-third are female.

Each of the association's 8,400 attorney members receives the publication every month (July and August are combined as one issue), with the publication appearing in two formats:

- It appears bi-monthly (on odd-numbered months) as a 36-page magazine with four-color covers, and includes an 8-page *inside* **HennepinLAWYER** supplement section.
- In even-numbered months, it is published as a 20-page newsletter, *inside* **HennepinLAWYER**.



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Display Advertising Rates for Internal Pages (Black & White)

	11 placements	6 placements	3 placements	1 placement
Full Page:	\$490 per placement	\$550 per placement	\$620 per placement	\$690 per placement
2/3 Page:	\$395 per placement	\$450 per placement	\$500 per placement	\$550 per placement
1/2 Page:	\$320 per placement	\$390 per placement	\$440 per placement	\$490 per placement
1/3 Page:	\$260 per placement	\$295 per placement	\$335 per placement	\$370 per placement
1/6 Page:	\$170 per placement	\$200 per placement	\$235 per placement	\$260 per placement

Spot color (matching PMS color Red #187) - ADD \$250 to each placement.

For internal 4-color advertising, please call for pricing.

Display Advertising for Covers (Color)

	11 placements	6 placements	3 placements	1 placement
Inside Front:	\$650 per placement	\$695 per placement	\$755 per placement	\$805 per placement
Inside Back:	\$630 per placement	\$680 per placement	\$730 per placement	\$790 per placement
Outside Back:	\$670 per placement	\$715 per placement	\$775 per placement	\$830 per placement

Professional Announcement

1/3 page B&W display ads reserved for HCBA members to highlight honors/awards/certifications or practice changes. Ads are available for \$250 and appear once in the publication.

Additional Rates/Charges

Bleed on interior pages (full-page only) - ADD 10%.

Rates do not include any additional makeup, typesetting, or production charges. These services will be added as assessed by printer.

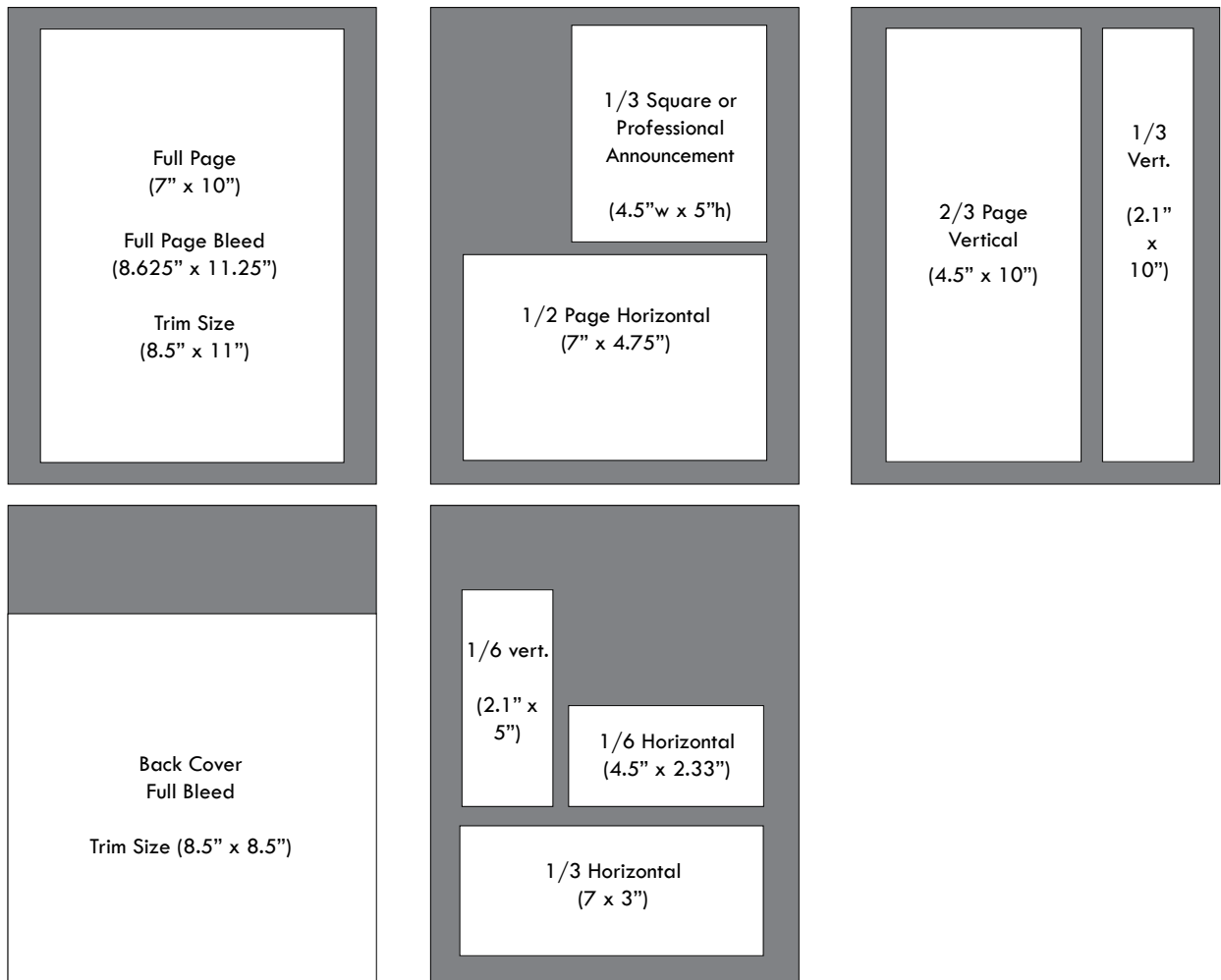
Miscellaneous

- Publisher reserves the right to reject any advertisement.
- For contract advertising, publisher will repeat last previous copy published when change of copy is not received before closing date. Preferred position contracts are not cancellable.
- Discounts are available to law-related nonprofit agencies. Please call for pricing and restrictions.
- *The Hennepin Lawyer* design staff can assist with production of display advertising, if requested.

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Ad Dimensions



Mechanical & Policy Information

Printing: sheetfed offset lithography

Inks: standard process and PMS

Binding: saddle-stitched

Trim size: 8 1/2" x 11"

Green Printing: *The Hennepin Lawyer* meets the high environmental standards of the Forest Stewardship Council (fsc.org).

Materials Accepted

Preferred format for Display Advertising: Press-Quality PDF.

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Classifieds

Classified ads are accepted up to the first of the month prior to issue month (e.g. classified advertising for the December issue is to be due by November 1).

Preferred format: Microsoft Word attachment or text in body of e-mail sent to thl@hcba.org.

HCBA member rates: \$55 for the first 50 words and \$.50 for each additional word.

Non-member rates: \$65 for the first 50 words and \$.50 for each additional word.

Website: Classified ads can be listed on the Hennepin County Bar Association website (www.hcba.org) for an additional \$30. Classifieds must appear in the printed publication in order to be listed online.

Blind box assignment: \$25 in addition to regular classified rate.

For job placement classifieds, a blind box listing allows the employer to avoid disclosing their identity to applicants. Responses are submitted by applicants to the HCBA and then forwarded by HCBA to the advertising employer.

Display Advertising Deadlines

Space reservations: accepted until the 15th day, 2 months prior to the issue month.

Materials: due on the 1st of the month prior to the issue month (e.g. advertisement space for the December issue must be reserved by October 15, and all materials are due by November 1).

Editorial Calendar

	Theme	Reserve Space by	Materials Due
January 2012	Courts and the Judiciary	November 15	December 1
February 2012	Member Newsletter	December 15	January 1
March 2012	Civil Liberties	January 15	February 1
April 2012	Member Newsletter	February 15	March 1
May 2012	Immigration	March 15	April 1
June 2012	Member Newsletter	April 15	May 1
July/August 2012	Association Focus	May 15	June 1
September 2012	Elections	July 15	August 1
October 2012	Association Focus	August 15	September 1
November 2012	Literary Issue	September 15	October 1
December 2012	Association Focus	October 15	November 1

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