

Want to reach 1,000 lawyers and judges?

Advertise in BRIEFS.

Rates for classified ads or display ads

Classified Advertising

25 words or less--\$15 26-50 words--\$25

Display Advertising

Business Card Size (card may be reduced by 10 %
to fit column width) \$25

Schedule A-- 3 to 5 column inches

1 column x 3 inches \$50
1 column x 4 inches \$68
1 column x 5 inches \$83

Schedule B--6 to 11 column inches

1 column x 6 inches \$90
2 columns x 3 inches \$90
1 column x 7 inches \$105
1 column x 8 inches \$120
2 columns x 4 inches \$120

Schedule C--12 to 23 column inches

2 columns x 6 inches \$150
2 columns x 7 inches \$170
2 columns x 8 inches \$198

Schedule D--24 to 47 column inches

3 columns x 7.25 inches, 1/2 page \$300
3 columns x 14.5 inches, full page \$500

For display ads: columns are 3.3 inches wide (19 picas) separated by .3 inch (1 pica) gutters. A one-column ad is 3.3 inches (19 picas) wide. A two-column ad is 6.6 inches (39.5 picas) wide. A three-column ad is 9.8 inches (59 picas) wide.

Discounts and Terms: 10 percent for a five-month contract; 15 percent for a ten-month contract. An additional 5 percent for full advance payment. Contract cancellation results in the forfeiture of all discounts. All rates are net. Accounts payable within 30 days of the invoice date.

Deadlines for display ads are the 15th of the month prior to publication.

Classified ads should be in by the 18th of the month prior to publication.

The Ingham County Bar Association reserves the right to refuse any advertising it deems inappropriate or copy that does not meet graphical standards. Rates for display ads are for camera-ready copy. An additional charge (agreed upon in advance) will be made for preparation of display ads. BRIEFS is published ten times annually, September through June.

