

# Virginia Lawyer

VIRGINIA LAWYER REGISTER

The Official Publication of the Virginia State Bar



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**48,000** + **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 [editor@vsb.org](mailto:editor@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.

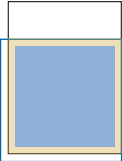
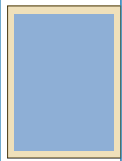
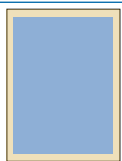
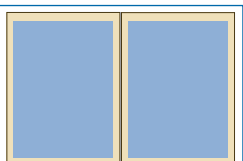
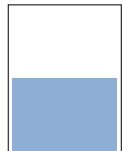
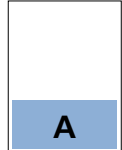
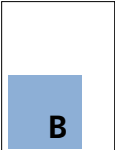

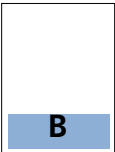
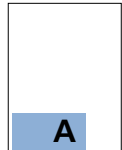
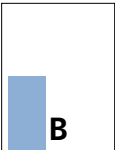
## Classifieds

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

## Multiple-Page Spreads

- Single-page cost times number of pages

\*Ad sizes can have bleeds. Set bleeds to 0.125". All Live matter should be at least .25" from trim.

| Unit                    | 1x      | 3x      | 6x      | Dimensions  |   |
|-------------------------|---------|---------|---------|---|---|
| Back Cover*             | \$1650  | \$1600  | \$1550  | <div>■ Live: 7.75"w x 8"h</div> <div>■ Trim: 8.25"x 8.25"</div> <div>□ Bleed: 8.375"x 8.5"</div>    |    |
| Inside Cover*           | \$1650  | \$1600  | \$1550  | <div>■ Live: 7.75"w x 10.25"h</div> <div>■ Trim: 8.25"x 10.75"</div> <div>□ Bleed: 8.25"x 11"</div> |    |
| Full Page*              | \$1150  | \$1100  | \$1050  | <div>■ Live: 7.75"w x 10.25"h</div> <div>■ Trim: 8.25"x 10.75"</div> <div>□ Bleed: 8.25"x 11"</div> |    |
| Two-page Center Spread* | \$2,300 | \$2,200 | \$2,100 | <div>■ Live: 16"w x 10.25"h</div> <div>■ Trim: 16.5"x 10.75"</div> <div>□ Bleed: 16.75"x 11"</div>  |    |
| Two-page Spread*        | \$2,250 | \$2,150 | \$2,050 |   |   |
| One-Half                | \$950   | \$900   | \$850   | 7.25"w x 4.75"h   |   |
| One-Third               | \$625   | \$575   | \$525   | a) 7.25"w x 3"h<br>b) 4.75"w x 4.75"h   |   |
| One-Fourth              | \$525   | \$475   | \$425   | a) 3.5"w x 4.75"h<br>b) 7.25"w x 2.25"h   |   |
| One-Sixth               | \$425   | \$375   | \$325   | a) 4.75"w x 2.25"h<br>b) 2.25"w x 4.75"h  |   |

# Advertising Deadlines

| Month and Theme        | February 2024<br>Virginia Law Foundation | April 2024<br>Litigation | June 2024<br>General Practice | August 2024<br>New President/<br>Annual Meeting | October 2024<br>Pro Bono | December 2024<br>Environmental Law |
|------------------------|--|--------------------------|-------------------------------|---|--------------------------|------------------------------------|
| Space Reservations Due | 12/1/2023                                | 2/1/2024                 | 4/1/2024                      | 6/3/2024  | 8/2/2024                 | 10/2/2024                          |
| 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 [editor@vsb.org](mailto:editor@vsb.org) for more details.

## Virginia Lawyer Digital Edition

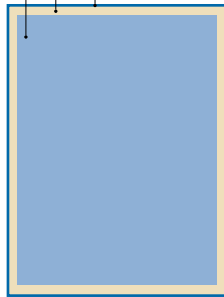
Read every issue of Virginia Lawyer at <https://bit.ly/VLarchive>.

- Links included 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

Safe Area  
Trim Size  
Bleed



**Page Size**  
8.25" x 10.75"

**Live Area**  
7.75" x 10.25"

**Bleed Size**  
8.5" x 11"

**Printer**  
Walsworth

**Binding**  
Saddlestitch

## 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 editor@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.

