

2012 Annual Convention Magazine

The Convention Magazine is the special publication that is the exclusive information resource for the State Bar of Arizona's annual Convention. This highly-read magazine serves as both the registration guide and official program for the Convention.

- Advertising in the Convention magazine will reach every attorney and judge in Arizona.
- The 56-page glossy publication features the entire Convention agenda; details on all Convention CLE sessions; schedule of all breakfasts and luncheons; descriptions of special evening events and networking opportunities during the Convention; advertisements from exhibitors.
- This special issue is mailed two months in advance of the Convention to every attorney in the state.
- Additional copies of the magazine are distributed during the Convention.
- Total circulation: 20,000.

Exhibitor benefit:

- Convention exhibitors receive a full-color, half page ad (value of \$1,235) in the Convention magazine included with each exhibit booth. Double booths receive a full page, full color ad (value of \$2,055.) (When exhibit space is booked by the magazine deadline of February 6, 2012)
- Single-booth exhibitors may upgrade to a full page ad for the difference in rate of \$820.

Display Ad Rates:

Full page: (7.25"w x 9.75"h).....	\$2,055
Full page w/bleed: (8.625"w x 11.125"h).....	\$2,055
One-half page: (7.25"w x 4.75"h)	\$1,235

Premium Positions:

Back Cover	\$2515
Inside Front Cover.....	\$2475
Inside Back Cover.....	\$2410
Page 1	\$2515
Page 3	\$2410
Other guaranteed positions add 15%	

Display Ad Deadlines and Digital Specs:

Space Reservation: February 6, 2012 **Materials Due:** February 21, 2012

PREFERRED FILE FORMATS:

High resolution digital files. QuarkXPress 9; InDesign CS5; Illustrator CS5; Photoshop CS5; High-resolution Adobe Acrobat PDF. 300 DPI minimum. Images from the Internet NOT accepted as they will NOT print clearly in the magazine.

AD SUBMISSION:

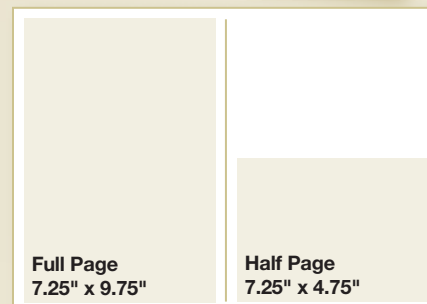
Email to ads@staff.azbar.org

DESIGN/PRODUCTION SERVICES:

Design and production is available to develop and produce final ad materials at \$95/hr; minimum one hour.

ADVERTISING RATES AND TERMS:

All rates are net. Payment is required prior to insertion unless credit has been previously established. All ads are positioned at the discretion of the publisher unless guaranteed positioning fee of 15% is paid. Advertisers are solely responsible for the content of their advertisements.



Pre-printed Inserts:

EXCLUSIVITY: One insert per issue

2012 RATES:

- 1 x:** \$4500 per insertion
- 4 x:** \$3375 per insertion
- 6 x:** \$2500 per insertion

Number of insertions within a 12-month period in Arizona Attorney magazine and Convention magazine

Deadlines:

SPACE RESERVATION: February 17, 2012

SAMPLE: Provide by February 23, 2012

MATERIALS: At printer by March 6, 2012

QUANTITY REQUIRED: 21,000

Requirements: Sample of insert required for preapproval by the State Bar of Arizona. Rates applicable for a 2 - 4 page pre-printed insert. Additional costs may be incurred based on insert weight and size. Size may not exceed 7" x 10".