



Spokane County Bar Association

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ADVERTISING RATES

Effective 09/11/2018

CLASSIFIED ADS

A "line" is 7" in length and based on a size 12 Times New Roman font. Classified ads appear on the last page of each issue.

COMMERCIAL ADVERTISEMENTS - \$17.00 per line. Types of commercial ads include ads for business services, commercial properties, sales and lease of properties, nonmember attorneys, etc. **All commercial ads must be pre-paid!**

ATTORNEY EMPLOYMENT ADVERTISEMENTS - \$12.00 per line. Types of attorney employment ads include ads placed by attorneys looking for employment or attorneys or firms seeking to hire attorneys or attorney services for their office/firm. **Lawyers or law firms placing these ads, must be a member of the SCBA to qualify for this rate, otherwise the commercial rate applies.**

LEGAL ADVERTISEMENTS - \$10.00 per line. Legal advertisements include ads placed by attorneys or law firms seeking to employ non-attorney staff, office sharing or office space available for rent, legal support staff seeking employment, etc. **Lawyers or law firms placing these ads, must be a member of the SCBA to qualify for this rate, otherwise the commercial rate applies.**

BLIND ADS - \$25.00 per ad run. If you are posting a blind employment ad, text similar to that below will be added to the end of the classified ad and will add to the cost of the classified ad.

*Respond to **ATTORNEY POSITION** c/o SCBA - mwardrop@spokanebar.org with a cover letter, resume and references.*

DISPLAY ADS – All advertising appears in the final 1/3 of the newsletter. For prominent position upgrade, see below.

PARTIAL PAGE ADS

Business card (3.625" W X 2.0" H)

- Member price - \$50
- Nonmember price - \$75

Quarter page (3.625" W X 4.875" H)

- Member price - \$75
- Nonmember price - \$100

Half page

- Landscape layout - 7.5" W X 4.875" H
- Portrait layout - 3.625" W X 10" H
- Member price - \$125
- Nonmember price - \$150

FULL PAGE ADS – 7.5" W X 10" H

One Page

- Member price - \$250
- Nonmember price - \$275

Two Pages

- Member price - \$350
- Nonmember price - \$375

PROMINENT POSITION UPGRADE – Display Ads

Front Page placement - ¼ page ads only accepted on the front page - add \$200 to cost of ad

Page 2 placement - ¼ page ads only accepted on Page 2 - add \$150 to the cost of the ad

Page 3 placement - add \$100 to the cost of the ad

Page 4 placement - add \$75 to the cost of the ad

Images should be set to print resolution (600 dpi)

Find your print size: [resolution]/300 dpi = print size in inches.

example: a 1200x1800 resolution image will give you a high quality 4x6 print.

1200/300 = 4 inches and 1800/300 = 6 inches

When working with images and photographs, quality counts.

For shooting quality portrait photos use this chart to ensure your photos are print resolution worthy.

MegaPixel Size	Image Resolution	Outstanding Print * fine compression	Very Good Print
1	480 x 640	----	Wallets
1.2	768 x 1024	Wallets	Up to 4x6
1.5	1024 x 1280	Up to 3x5	Up to 5x7
2	1200 x 1600	Up to 4x6	Up to 8x10
3	1536 x 2048	Up to 5x7	Up to 8x12
4	1800 x 2400	Up to 6x9	Up to 11x14
5	1932 x 2580	Up to 6x9	Up to 12x18
6	2016 x 3040	Up to 8x10	Up to 12x18
7.1	2304 x 3072	Up to 8x10	Up to 16x24
8.3	2336 x 3504	Up to 10x15	Up to 20x30
10.2	2592 x 3872	Up to 11x14	Up to 24x30
10.9	2704 x 4060	Up to 11x14	Up to 24x36
16.6	3328 x 4992	Up to 12x18	Up to 36x48