

NEVADA LAWYER

Official Publication of the **State Bar of Nevada**

MEDIAKIT



DEMOGRAPHICS • ADVERTISING GUIDELINES • SUBMISSION GUIDELINES • EDITORIAL CALENDAR

ABOUT *NEVADA LAWYER*

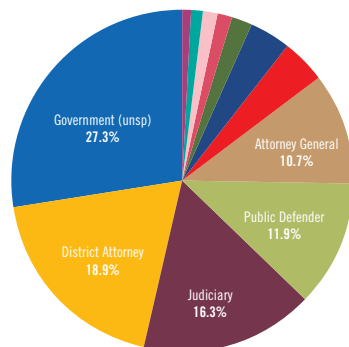
NEVADA LAWYER

YOUR CONNECTION TO NEVADA'S LEGAL COMMUNITY

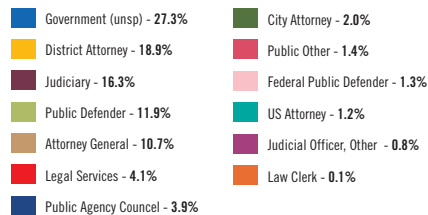
Nevada Lawyer is the only statewide legal journal in the state of Nevada. The State Bar of Nevada has more than 11,000 members. Each year, Nevada's bar typically gains between 200 and 400 new admittees. Every member of the State Bar of Nevada - every licensed Nevada attorney - gets a subscription with his or her bar card. There is no other way for advertisers to so easily enter the homes and offices of every lawyer in the state.

Nevada Lawyer is published 12 times a year and goes out each month to every practicing attorney, judge and bar association in Nevada, providing an advertising base that is educated, informed and affluent. There is a reason our advertisers, from law firms to high-end strip properties, keep coming back to *Nevada Lawyer*. Make 2016 your year to join them, by taking advantage of our new business-card sized ad, at a price designed for those on a tighter budget or those just exploring the world of display advertising for the first time.

NEVADA LAWYER - WHO ARE OUR READERS?



SBN: Public Practice
(*n=1,138*)



WHO ARE WE?

- ✓ 70% Male, 30% Female
- ✓ 24 - 96 years of age - average age of 46
- ✓ The average reader has been in practice in Nevada for at least 13 years.

WHERE DO WE LIVE?

- ✓ 4,500 plus readers live in Clark County, which includes Las Vegas
- ✓ 1,200 plus reside in Washoe County, which includes Reno
- ✓ Other readers live in Carson City (the state capitol), rural counties, other states and even other countries.

Statistics courtesy of the State Bar of Nevada 2010 Demographics Report

2016 EDITORIAL CALENDAR

NEVADA LAWYER SUBMISSION DEADLINES

Each issue of *Nevada Lawyer* is published within the first week of the month. The deadline for unsolicited articles is 12 weeks prior to the publication date, however, as our issue editors work far in advance to find submissions for their issues, it is recommended that an author discuss possible submissions as far in advance of publication as possible.

More submission guidelines are available at: www.nvbar.org/articles/content/advertising

2016 NEVADA LAWYER EDITORIAL CALENDAR & DEADLINES

ISSUE MONTH	ISSUE THEME	COPY DEADLINE	AD DEADLINE
January 2016	Employment Law	Nov. 13	Nov. 20
February 2016	Corporate & Transactional Law	Dec. 4	Dec. 11
March 2016	Appellate Court Update	Jan. 8	Jan. 15
April 2016	Taxation	Feb. 12	Feb. 19
May 2016	Ethics and Malpractice	March 11	March 18
June 2016	Real Estate Law	April 8	April 15
July 2016	Water Law During Drought	May 13	May 20
August 2016	Criminal Law and Cybercrimes	June 10	June 17
September 2016	Civil Litigation	July 8	July 15
October 2016	Immigration Law	Aug. 12	Aug. 19
November 2016	ADA and Disabilities Law	Sept. 9	Sept. 16
December 2016	Family Law	Oct. 7	Oct. 14
January 2017	Personal Injury Law	Nov. 11	Nov. 18

**NEVADA
LAWYER**

THE OFFICIAL PUBLICATION OF
THE STATE BAR OF NEVADA
702.382.2200 • nvlawyer@nvbar.org



STATE BAR OF NEVADA
702.382.2200 • nvbar.org
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ADVERTISING FORMATS & REQUIREMENTS

All ads must be submitted DIGITALLY and must conform to the following requirements:

PUBLICATION SPECS

Trim Size: 8.5"w x 11"h

Bleed Size: 8.75"w x 11.25"

Saddle-stitch bindery

On bleed ads, keep all important graphics and text at least .25" from all borders

PLATFORM

All ads should be submitted in PC-compatible digital form

ADOBE PDF FORMAT (PREFERRED)

- ✓ Output resolution of all images must be at least 266 pixels-per-inch
- ✓ Imbed all fonts and photos (with CMYK color values and/or convert fonts to outlines)
- ✓ PDF must include crop and registration marks
- ✓ PDF must include 1/4" (.125" all around) total bleed for bleed ads

NATIVE FILE FORMATS

While the preferred format is Adobe PDF, we will accept the following:

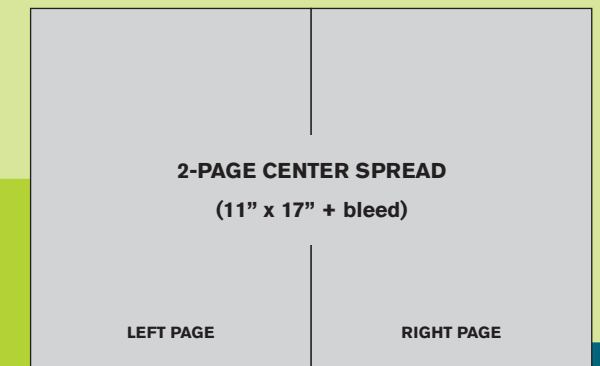
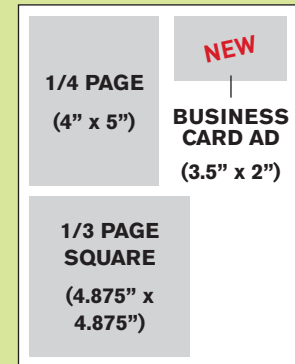
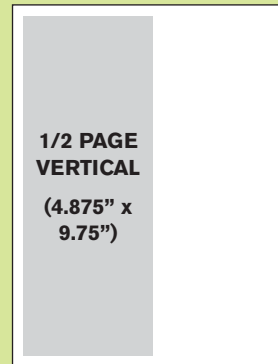
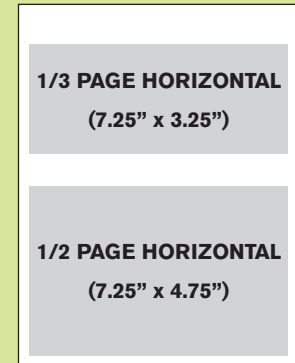
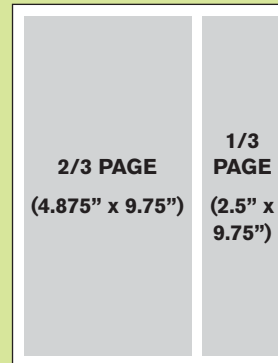
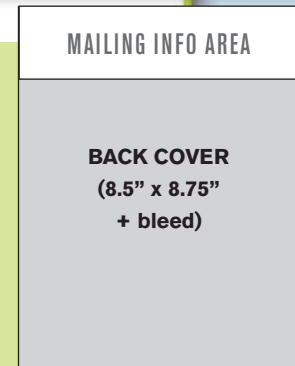
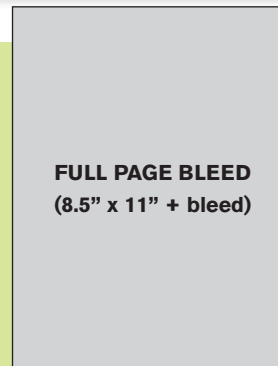
- ✓ InDesign CS
- ✓ Illustrator CS or compatible
- ✓ Photoshop CS
- ✓ EPS (Fonts converted to outline)
- ✓ JPEG (Maximum quality)

All colors used in document and supporting graphics/links must be assigned CMYK values. No Pantone colors; No RGB color values.



**Submit electronic files via e-mail to
NVLAWYER@NVBAR.ORG**

This is not the billing address. Do not send credit card information to this address. Billing info will be provided separately via invoice.



NEVADA LAWYER SUBMISSIONS

HOW TO SUBMIT YOUR ARTICLE

Send an inquiry, article summary or complete article to NVLAWYER@NVBAR.ORG.

Articles should be submitted as either a MS Word (.docx), WordPerfect (.wpd) or Rich Text (.rtf) document.

Articles WILL NOT be accepted in PDF format, and submissions should not contain layout or design features other than the most basic headings and subheadings. If you wish to include charts or photos, they should be submitted separately as PDF or .jpg files.

All submissions are reviewed by the editor and forwarded to the Editorial Board for consideration. The editor may retain accepted articles for up to six months for possible use. Articles not used within that time are discarded. Accepted articles are not guaranteed publication in any particular issue. Space and other considerations occasionally require postponing publication of an article.

ARTICLE SUBMISSION GUIDELINES

- 1. We welcome both substantive law articles and features.** Substantive law articles are research-based and may or may not include endnotes. Features are less formal articles dealing with timely issues in the law, providing how-to information or profiling a Nevada attorney.
- 2. Articles run between one and three actual magazine pages.** For editing purposes, they should be between 6-10 typed, double-spaced, 8.5" x 11" pages, including endnotes (10 max). The length of the article should be 1,500 words or fewer, unless agreed upon in advance with the editorial staff.
- 3. Style** - Please refer to "A Uniform System of Citation" (Blue Book), Harvard Law Review Association and AP (Associated Press) style.
- 4. Endnotes** - Collect all notes at the end of the article - **DO NOT EMBED OR USE AUTO FUNCTIONS**. Keep notes short; articles should contain fewer than 10 endnotes, inclusive of citations.
- 5. Subheadings** - You are encouraged to use appropriate subheadings to break up lengthy articles.
- 6. Article rights** - Authors will be asked to sign an agreement limiting the terms of the reuse and imposing guidelines on the dissemination of the submission.
- 7. Editorial Changes** - The editor reserves the right to make editorial changes; authors will not be provided with page proofs prior to publication.
- 8. Biographical Notes** - Please include a brief biographical note (two to four lines), and include a high-res color photo.
- 9. Photos** - Accompanying photographs are welcome and will be used at the discretion of the editor. Photos must include captions. Digital photos must be submitted in either .jpg or .tif format with a minimum resolution of 600 DPI.

2016 ADVERTISING AGREEMENT & INSERTION ORDER



Complete and fax or email to:
(702) 385-2878 • NVLAWYER@NVBAR.ORG

Do not send payments via e-mail. See billing information below.

AD MATERIALS DUE 40 DAYS PRIOR TO THE FIRST DAY OF THE DESIRED PUBLICATION MONTH

*See Editorial Calendar for specific deadlines.
 Late fees will be applied to any ads received after this deadline.*

DISPLAY ADS WITH GUARANTEED PLACEMENT

(color ads only) – Call for availability.

	1X-2X	3X-5X	6X-11X	12X +
<input type="checkbox"/> 2-Page Center Spread – 17 x 11 (with bleed)	\$1,829	\$1,760	\$1,701	\$1,627
<input type="checkbox"/> Back Cover – 8.5 x 8.75	\$1,476	\$1,414	\$1,356	\$1,294
<input type="checkbox"/> Inside Back/Front Cover – 8.5 x 11 (with bleed)	\$1,219	\$1,171	\$1,118	\$1,070

Ads must be provided in PDF format – e-mail to NVLAWYER@NVBAR.ORG

AD COST:

\$

COLOR INSIDE PAGES - PLACEMENT NOT GUARANTEED

(Discount for black & white. See "Additional Charges & Discounts" below.)

	1X-2X	3X-5X	6X-11X	12X +
<input type="checkbox"/> Full Page – 8.5 x 11 (with bleed)	\$992	\$954	\$909	\$871
<input type="checkbox"/> 2/3 page – 4.875 x 9.75	\$863	\$830	\$799	\$763
<input type="checkbox"/> 1/2 page (H) – 7.25 x 4.75 or (V) 4.25 x 9.75	\$735	\$706	\$678	\$650
<input type="checkbox"/> 1/3 page (H) – 7.25 x 3.25 or (V) 2.5 x 9.75	\$565	\$546	\$525	\$507
<input type="checkbox"/> 1/3 page square – 4.875 x 4.875	\$565	\$546	\$525	\$507
<input type="checkbox"/> 1/4 page – 4 x 5	\$504	\$492	\$477	\$459
<input type="checkbox"/> 1/8 page – 3.5 x 2 (business card ad)	\$285	\$270	\$255	\$240

Ads must be provided in PDF format – e-mail to NVLAWYER@NVBAR.ORG

AD COST:

\$

COLOR LAW FIRM ANNOUNCEMENTS

(Discount for black & white. See "Additional Charges & Discounts" below.)

<input type="checkbox"/> Full Page – 8.5 x 11 (with bleed)	\$886
<input type="checkbox"/> 1/2 page (H) – 7.25 x 4.75 or (V) 4.25 x 9.75	\$704
<input type="checkbox"/> 1/4 page – 4 x 5	\$450
<input type="checkbox"/> 1/8 page – 3.5 x 2 (business card ad)	\$235

Announcements may be subject to redesign due to incompatible fonts.

Ads must be provided in PDF format – e-mail to NVLAWYER@NVBAR.ORG

AD COST:

\$

ADDITIONAL CHARGES & DISCOUNTS

Add to or subtract from earned rate.

<input type="checkbox"/> Black & White Ad Discount	-\$175 per month
<input type="checkbox"/> Late Fee (Applied to all ads inserted after deadline)	+\$30
<input type="checkbox"/> Ad Agency Discount	-15%

TOTAL ADDITIONS & DISCOUNTS:

\$

NO. OF MONTHS TO RUN _____ **AMOUNT DUE PER ISSUE \$** _____ **CONTRACT TOTAL: \$** _____

CHECK ALL DESIRED MONTHS: JAN FEB MARCH APRIL MAY JUNE JULY AUG SEPT OCT NOV DEC

Ad Rep/Contact Person: _____ Agency Name (if any): _____

Company/Firm to be Advertised: _____ Phone: _____ Fax: _____

Billing Contact Name: _____ E-mail: _____

Billing Address: _____ City: _____ State: _____ Zip: _____

BILLING: One copy of the magazine will be sent to the billing address with the invoice by the 15th of the month after publication. Make checks payable to:
State Bar of Nevada, 3100 W. Charleston Blvd. Suite 100, Las Vegas, NV 89102. Credit card payments are accepted via fax at (702) 463-5730. Do not e-mail credit card information.

The advertiser assumes all responsibility for materials and copy submitted to be published. It is expressly understood that the advertiser and advertising agency will indemnify, defend and hold the publisher and its agents, servants, directors and employees harmless from and against any and all losses, expenses or other liabilities resulting from any claims or suits for libel, violation or rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such an advertisement, including reasonable lawyer's fees in defending against any such claim. In the event of an error in the advertisement caused by the publisher, its agents, directors or employees, the liability of the publisher for those individuals will not exceed the cost of the space occupied by the erroneous copy or illustrations. No allowance will be made for errors that do not materially affect the value of the advertisement. Advertising material will be limited to the products and services provided by the advertiser. All materials and copy will be subject to the final approval of the publisher as to quality and content of ads. To guarantee ad placement, this insertion order/agreement must be completed and e-mailed to nvlawyer@nvbar.org 40 days in advance of the requested publication month. For questions, contact Nevada Lawyer at (702) 382-2200.

I hereby agree to the terms and conditions of this agreement.

Signed: _____ **Date:** _____

2016 CLASSIFIED ADVERTISEMENT INSERTION ORDER

NEVADA LAWYER

Complete this form and fax to **(702) 385-2878**
or e-mail to **NVLAWYER@NVBAR.ORG**

Do not send payments via e-mail. See billing information below.

DEADLINE: 40 DAYS PRIOR TO THE FIRST DAY OF THE DESIRED PUBLICATION MONTH

See Editorial Calendar for specific deadlines.

PRICE LIST: **\$1.35/WORD** - Nevada bar members
\$2.55/WORD - Non-Nevada bar members
\$.45/WORD - Additional special formatting (**Bold**, underlining, ALL CAPS)
\$15 - Shaded box advertisement

10% DISCOUNT given to those who run six to 11 times per order.

15% DISCOUNT given to those who run twelve or more times per order.

\$15 LATE FEE applied to all ads inserted after deadline.

Company/Firm: _____ Contact Name: _____

Billing Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Signature: _____

Please type/print classified advertising text here AND e-mail to **NVLAWYER@NVBAR.ORG**

Text will be used exactly as you provide it. No proof will be sent. This will serve as your final approval of the advertisement text.
AD TEXT MUST BE INCLUDED ON THIS FORM

MONTHS: JAN FEB MARCH APRIL MAY JUNE JULY AUG SEPT OCT NOV DEC

Special formatting

COST: _____ x \$ _____ + (_____ x \$0.45) = \$ _____ per month
Number of words Cost per word Number of words Total due

BILLING: One tear sheet will be sent to the billing address with the invoice on or before the 15th of the month after publication. If you prefer to pay in advance, send checks to **Nevada Lawyer, c/o State Bar of Nevada, 3100 W. Charleston Blvd., Suite 100, Las Vegas, NV 89102**, or fax payment information to **(702) 463-5730**.

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of the State Bar of Nevada



**NEVADA
LAWYER** | THE OFFICIAL PUBLICATION OF
THE STATE BAR OF NEVADA

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