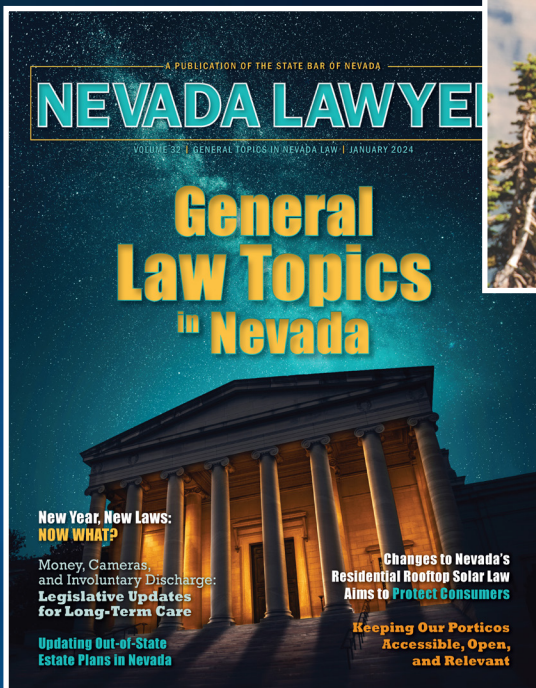
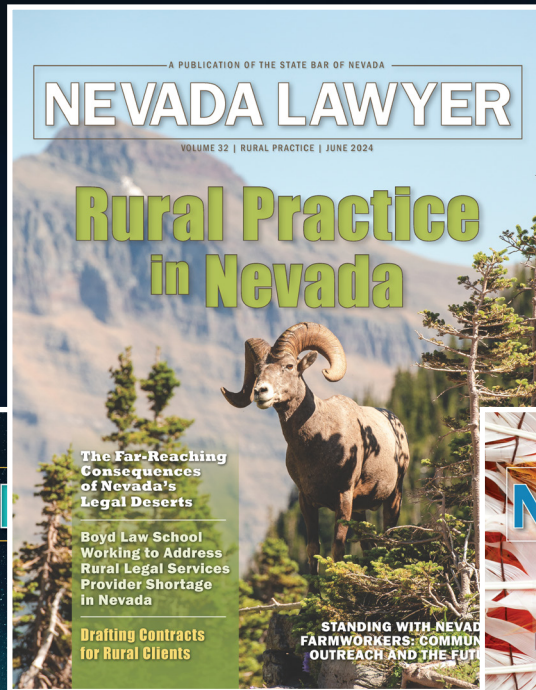


Official Publication of the State Bar of Nevada

MEDIA KIT



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 licensee of the State Bar of Nevada - every 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 this your year to join them, by taking advantage of our 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?

GENDER:

- ◆ Male: 64 percent
- ◆ Female: 36 percent
- ◆ Other: Less than 1 percent

AVERAGE AGE: 52.8 years old

LOCATION:

- ◆ Carson City: 2.5 percent
- ◆ Clark County (includes Las Vegas): 50.2 percent
- ◆ Washoe County (includes Reno): 13.4 percent
- ◆ Rural Nevada counties: 2.8 percent
- ◆ Out of state: 31.2 percent

ETHNICITY:

- ◆ American Indian or Native American: 0.5 percent
- ◆ Asian: 4.6 percent
- ◆ Black/African American: 2.7 percent
- ◆ Hispanic, Latino/Latina: 5.2 percent
- ◆ Middle Eastern: 0.8 percent
- ◆ Mixed Race: 2.5 percent
- ◆ Pacific Islander: 0.4 percent
- ◆ Other: 1.6 percent
- ◆ White: 81.5 percent

Sources: 2023 State Bar of Nevada Annual Report & www.nvbar.org > Member Demographics (2024)

2025 EDITORIAL CALENDAR

The monthly publication welcomes the submission of unsolicited article outlines, manuscripts, and photographs on topics of interest to the state bar and its licensees. When possible, completed articles are preferred to outlines or proposals.

The deadline for substantive article submissions is three months prior to the issue date (in most cases, timely or urgent submissions will be considered). Non-feature and advertising items should be submitted by the first of the month prior to publication.

Please submit queries or articles to nvlawyer@nvbar.org. Your work will be fully attributed to you, the author or photographer.

2025 ISSUE TOPICS AND DEADLINES

Issue Month	Issue Theme	Copy Deadline	Ad Deadline
Jan. 2025	General Topics	Oct. 20, 2024	Nov. 8, 2024
Feb. 2025	Legislative Issue	Nov. 15, 2024	Dec. 6, 2024
March 2025	Criminal Law	Dec. 13, 2024	Jan. 10, 2025
April 2025	Public Law	Jan. 17, 2025	Feb. 7, 2025
May 2025	Work-Life Balance	Feb. 14, 2025	March 7, 2025
June 2025	Bar Admissions	March 14, 2025	April 11, 2025
July 2025	Niche Law Practice	April 18, 2025	May 9, 2025
Aug. 2025	Real Estate Law	May 16, 2025	June 6, 2025
Sept. 2025	The Business of Law	June 20, 2025	July 11, 2025
Oct. 2025	AI Update	July 18, 2025	Aug. 8, 2025
Nov. 2025	Jury Trials	Aug. 15, 2025	Sept. 12, 2025
Dec. 2025	Tax & Estate Planning	Sept 19, 2025	Oct. 3, 2025
Jan. 2026	Hot Topics in Nevada Law	Oct. 17, 2025	Nov. 7, 2025

ADVERTISING FORMATS & REQUIREMENTS

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

PUBLICATION SPECS:

- ◆ **Trim Size:** 8.5" w x 10.875" h
- ◆ **Bleed Size:** 8.75" w x 11.25" h
- ◆ **Binding:** Saddle-stitch

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 format.

ADOBE PDF FORMAT PREFERRED:

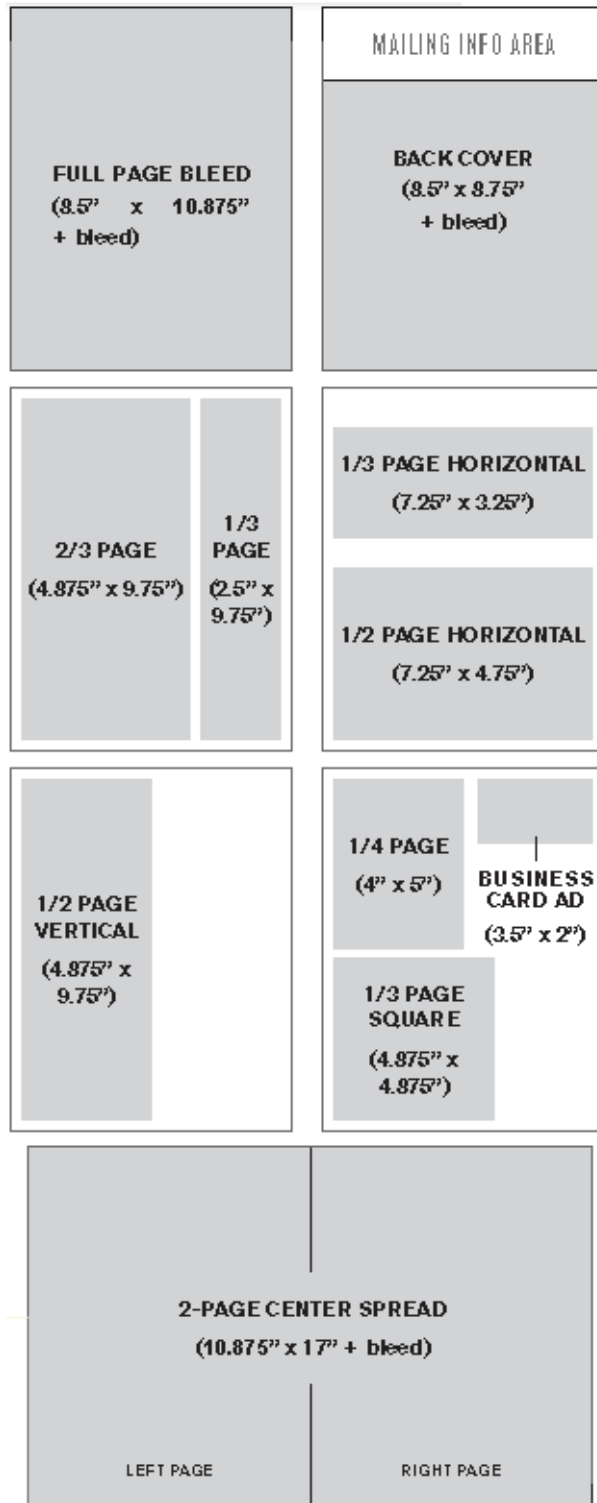
- ◆ Output resolution of all images must be at least 266 pixels-per-inch
- ◆ Imbed all fonts and photos (with CMYK color values and/or convert fonts to outlines)
- ◆ PDF must include crop and registration marks
- ◆ PDF must include 1/4" (.125" all around) total bleed for bleed ads

OTHER FORMATS ACCEPTED:

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

- ◆ InDesign
- ◆ Illustrator or compatible
- ◆ Photoshop
- ◆ JPEG (Maximum quality)

SUBMIT FILES TO NVLAWYER@NVBAR.ORG



ARTICLE SUBMISSIONS

HOW TO SUBMIT AN ARTICLE

Send an inquiry, article summary, or complete article to NVLAWYER@NVBAR.ORG. Articles should be submitted as an MS Word (.docx) 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 - The general text and format of articles should be consistent with AP (Associated Press) style. Legal citations should be consistent with "A Uniform System of Citation" (Blue Book), Harvard Law Review Association, except that (a) citations to published Nevada cases should reference the Nevada Reports without a parallel citation to the Pacific Reporter, and (b) the Nevada Revised Statutes may be abbreviated as "NRS" (with no periods and no section symbol).
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.

NEVADA LAWYER

2025 CLASSIFIED AD INSERTION ORDER

Complete this form and e-mail to NVLAWYER@NVBAR.ORG.

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

DEADLINE & LATE FEE

- ◆ **40 DAYS PRIOR** TO THE FIRST DAY OF THE DESIRED PUBLICATION MONTH.
- ◆ **\$20 LATE FEE** applied to all ads inserted after deadline.

FORMATTING ADD-ONS

- ◆ **\$0.55/WORD** - Additional special formatting (Bold, underlining, ALL CAPS)
- ◆ **\$20** - Shaded box advertisement

PRICES

- ◆ **\$1.55/WORD** - Nevada bar licensees
- ◆ **\$3.40/WORD** - Non-licensees

DISCOUNTS

- ◆ **10% DISCOUNT** given to those who run six to 11 times per order.
- ◆ **15% DISCOUNT** given to those who run 12 or more times per order.

Company/Firm: _____ Contact Name: _____

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

Phone: _____ E-mail: _____

Ad Order Start Date: _____ Number of Months to Run: _____

Estimated Ad Cost (No. of Words x Price + Special Formatting - Discounts): _____

Signature: _____

Please type/print classified advertising text in the box below AND e-mail completed form 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.

BILLING: An invoice and a complimentary copy of the magazine will be sent to the billing address above on or before the 15th of the month *after publication*. If you prefer to pay in advance, you may request an early invoice by emailing NVLAWYER@NVBAR.ORG. We accept credit card payments via our website at members.nvbar.org or by phone. Send checks to: State Bar of Nevada, 3100 W. Charleston Blvd., Suite 100, Las Vegas, NV 89102.

INSTRUCTIONS:

- ◆ Complete this form and e-mail it, along with a PDF of your competed ad artwork, to NVLAWYER@NVBAR.ORG.
- ◆ Do not send payments via e-mail. See billing information to the right.

DEADLINES:

- ◆ **AD MATERIALS DUE 40 DAYS PRIOR** TO THE FIRST DAY OF THE DESIRED PUBLICATION MONTH. (See Editorial Calendar for dates.)
- ◆ **\$35 LATE FEE** applied to all ads inserted after deadline.

BILLING:

An invoice and a complimentary copy of the magazine will be sent to the billing address provided below on or before the 15th of the month *after publication*. If you prefer to pay in advance, you may request an early invoice by emailing NVLAWYER@NVBAR.ORG

We accept credit card payments via our website at members.nvbar.org or by phone. Send checks to: State Bar of Nevada, 3100 W. Charleston Blvd., Suite 100, Las Vegas, NV 89102.

DISPLAY ADS WITH GUARANTEED PLACEMENT <i>(color ads only) – Call for availability.</i>	1X - 2X	3X - 5X	6X -11X	12X+
	Cost per no. of issues on contract, each.			
<input type="checkbox"/> 2-Page Center Spread – 17 x 10.875 (with bleed)	\$2,575	\$2,500	\$2,450	\$2,350
<input type="checkbox"/> Outside Back Cover – 8.5 x 8.75 (with bleed)	\$2,115	\$2,035	\$1,930	\$1,850
<input type="checkbox"/> Inside Covers (Front or Back) – 8.5 x 10.875 (with bleed)	\$1,750	\$1,675	\$1,600	\$1,525
<input type="checkbox"/> Full Page Immediately Before or After the Bar Counsel Report – 8.5 x 10.875 (with bleed)	\$1,500	\$1,450	\$1,400	\$1,300
<input type="checkbox"/> Full Page on Page 7, Across from masthead/ editor's page – 8.5 x 10.875 (with bleed)	\$1,500	\$1,450	\$1,400	\$1,300
<input type="checkbox"/> Guaranteed placement on either a right or left page – 8.5 x 10.875 (with bleed)	\$1,450	\$1,400	\$1,350	\$1,275

COLOR INSIDE PAGES: PLACEMENT NOT GUARANTEED <i>Discount available for black & white ads</i>	1X - 2X	3X - 5X	6X -11X	12X+
	Cost per no. of issues on contract, each.			
<input type="checkbox"/> Full Page – 8.5 x 10.875 (with bleed)	\$1,425	\$1,390	\$1,315	\$1,260
<input type="checkbox"/> 2/3 Page – 4.875 x 9.75	\$1,235	\$1,185	\$1,135	\$1,085
<input type="checkbox"/> 1/2 Page – (Horizontal) 7.25 x 4.75 or (Vertical) 4.25 x 9.75	\$1,055	\$1,005	\$950	\$900
<input type="checkbox"/> 1/3 Page – (H) 7.25 x 3.25, (V) 2.5 x 9.75, or (Square) 4.875 x 4.875	\$650	\$625	\$600	\$575
<input type="checkbox"/> 1/4 Page – 4 x 5	\$575	\$555	\$540	\$515
<input type="checkbox"/> 1/8 Page (business card size) – 3.5 x 2	\$325	\$310	\$290	\$275

LAW FIRM ANNOUNCEMENTS: <i>Discount available for black & white ads</i>	1X only
<input type="checkbox"/> Full Page – 8.5 x 10.875 (with bleed)	\$1,185
<input type="checkbox"/> 1/2 Page – (Horizontal) 7.25 x 4.75 or (Vertical) 4.25 x 9.75	\$1,005
<input type="checkbox"/> 1/4 Page – 4 x 5	\$500
<input type="checkbox"/> 1/8 Page (business card size) – 3.5 x 2	\$260

ADDITIONAL CHARGES & DISCOUNTS:

- ◆ **+\$50 Late Fee: Applied to all ads inserted after deadline.**
- ◆ **-15% Discount: For Advertising Agency Representatives.**

Ad Agency Name (if any): _____ Ad Rep's Name: _____
 Company to be Advertised: _____ Billing Contact's Name: _____
 Billing Address: _____ City: _____ State: ____ Zip: _____
 Phone: _____ E-mail: _____
 Ad Order Start Date: _____ Number of Months to Run: _____
 Estimated Cost Per Ad: _____ Contract Total: _____

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.

Signature: _____ Date: _____