Official Publication of the State Bar of New Mexico

BAR BULLETIN

2021 RATE CARD

Effective: January 2021

DISPLAY ADVERTISING FREQUENCY RATES *(All rates are per insertion/week)*

	Size	Open	6x-12x	13x-24x**
COLOR ADS				
Back Cover	7 x 9.5	$980	930	830
Inside Front Cover	7 x 9.5	$875	830	745
Inside Back Cover	7 x 9.5	$875	830	745
Full Page	7 x 9.5	$800	765	685
1/2 Horizontal	7 x 4.75	$485	460	415
1/3 Square	4.65 x 4.75	$380	360	320
BLACK AND WHITE ADS				
Full Page	7 x 9.5	$680	650	580
1/2 Horizontal	7 x 4.75	$370	350	315
1/3 Square	4.65 x 4.75	$265	250	225
1/6 Horizontal	4.65 x 2.25	$125	120	105
1/6 Vertical	2.25 x 4.75	$125	120	105
2 1/4	2.25 x 2.25	$ 55	*Includes Production*	

**New Mexico CLE accredited providers and non-profits (must provide NTTC form) qualify for this rate

View the last page for publication and ad submission dates.

Inserts available. *Check with account executive for more information*

Members of the State Bar of New Mexico *receive a 10% discount on display advertising.*
Above costs do not include tax.

CLASSIFIED ADVERTISING RATES *(All rates are per insertion/week)*

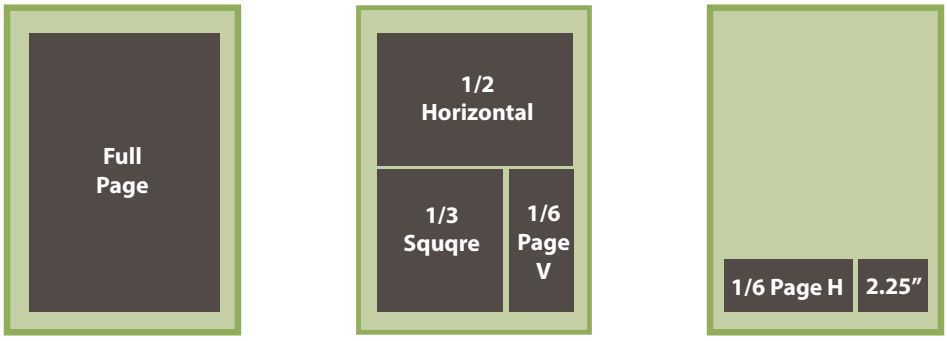
80 cents per word plus tax. No further discounts apply.

Submission Requirements
Email copy as a Microsoft Word attachment to mulibarri@sbnm.org.

We do not accept PDF files for classifieds ads.

For information contact, Marcia Ulibarri, Advertising Sales Manager
Direct: 505.797.6058 • Email: mulibarri@sbnm.org

SPECS AND SUBMISSION REQUIREMENTS



Bleeds are not available for the *Bar Bulletin*

Position Guarantee
Add 15% to the insertion rate.

Submission Deadlines
See the *Bar Bulletin* publishing dates and ad deadlines in the chart on the next page.

Cancellations must be received by 10 a.m. on Thursday, 13 days prior to publishing.

Production Charges
In-house design services are available at the following rates:
1/6: $35
1/3: $45
Half: $60
Full: $100

Production Specifications
• Trim size: 8 1/2 x 11 inches
• Binding: saddle stitched

Display Ad Submission Requirements
All artwork must be 300 dpi. Color ads must be converted to CYMK. Bleeds are not accepted. Black and white ads must be submitted in grayscale. Files should be submitted via email.

Acceptable Display Ad File Types
PDF: This is the preferred format for ad submission. **All fonts must be embedded**.
TIFF: Create your ad with a resolution of 300 dpi at 100% size. Upsizing an ad from a smaller dimension or lower resolution will result in pixilation. When submitting Adobe Photoshop files, please render type layers and flatten the document.

Unacceptable file types: We cannot accept ads in the following formats: Microsoft Word, Publisher, Powerpoint or Corel Draw.

Note: *Production charges may be incurred if supplied ads do not follow these specifications.*

General Information: All advertising will be accepted for publication upon representation that the advertiser or representative is authorized to publish the entire contents and subject matter thereof. The publisher reserves the right to review and edit all ads, to request that an ad be revised prior to publication or to reject ads. The publisher reserves the right to insert the word "advertisement" above any advertising copy. In consideration for publication, the advertiser will indemnify the State Bar of New Mexico and its employees, agents and representative from and against any loss or expense arising out of publication of such advertisement, including, without limitation those resulting from claims or suits for libel, violation of rights of privacy, plagiarism or copyright infringement. The publisher reserves the right to repeat the last standing ad or to charge for space reserved if acceptable copy is not received by the deadline.

Frequency Discounts: advertising must be inserted within a 12 month period to be eligible for frequency discount rates.

Short Rates: an advertiser who does not complete a committed schedule within a contract year will be subject to a short rate to earned frequency rate.

Terms: All advertising must be prepaid. State Bar of New Mexico members may be billed through their bar numbers. Advertising must be inserted within a 12 month period to be eligible for frequency discount rate.

2021 *BAR BULLETIN* PUBLISHING DATES

Issue	Publication Date	Advertising Submission Deadline
1	1/13	12/21/20
2	1/27	1/4
3	2/10	1/20
4	2/24	2/3
5	3/10	2/17
6	3/24	3/3
7	4/14	3/24
8	4/28	4/7
9	5/12	4/21
10	5/26	5/5
11	6/9	5/19
12	6/23	6/2
13	7/14	6/23
14	7/28	7/7
15	8/11	7/21
16	8/25	8/4
17	9/8	8/18
18	9/22	9/1
19	10/13	9/22
20	10/27	10/6
21	11/10	10/20
22	11/24	11/2
23	12/8	11/8
24	12/22	12/1

State Bar of New Mexico
Est. 1886

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