

Reach 8,000+ readers!

Resource Deskbook & Membership Listing 2023–2024

*The membership directory you rely on—
now with new features!*

The *Resource Deskbook & Membership Listing* is an annual publication produced by the State Bar of New Mexico. It contains helpful information for every attorney practicing in New Mexico including:

- State Bar programs, services and contact information
- An extensive list of courts and government entities in New Mexico
- Resources and information for attorneys referring members of the public
- A summary of license requirements and deadlines
- A membership directory of active, inactive, paralegal and law student members
- *Plus*—advertising for every budget

Advertising packages for every business and firm:

- **Covers**

Get the most visibility with an advertisement on one of three open covers: the back cover, inside front cover, and inside back cover. All three are full color bleeds.

- **Color-Coded Section Dividers**

Stand out by reserving a spot on one of our seven color-coded section dividers. Choose from: 1) Table of Contents, 2) Firm Listing, 3) Resources for Members, 4) Courts/Government, 5) License Information, 6) Resources to Help the Public, and 7) Member Directory.

- **Display advertising**

Display advertisements are full color and are available in the following sizes: full page, half page and quarter page.

- **Firm Listings**

Grow your practice by profiling your law firm with an inclusion in the Firm Listing section. This section is contained with its own color-coded section divider for extra visibility. The section is organized by geographic area and you can be included in multiple areas to help readers locate your services. Include your color logo, contact information and approximately 10 practice areas.

- **Services for the Legal Community**

Calling all court reporters, transcription services, mediators, legal researchers and other business that provide services to the legal community! Now we have a special advertising section in the *Resource Deskbook* to help connect you with attorneys.

Contact Marcia Ulibarri at 505-797-6058 or marcia.ulibarri@sbnm.org
for more advertising information.

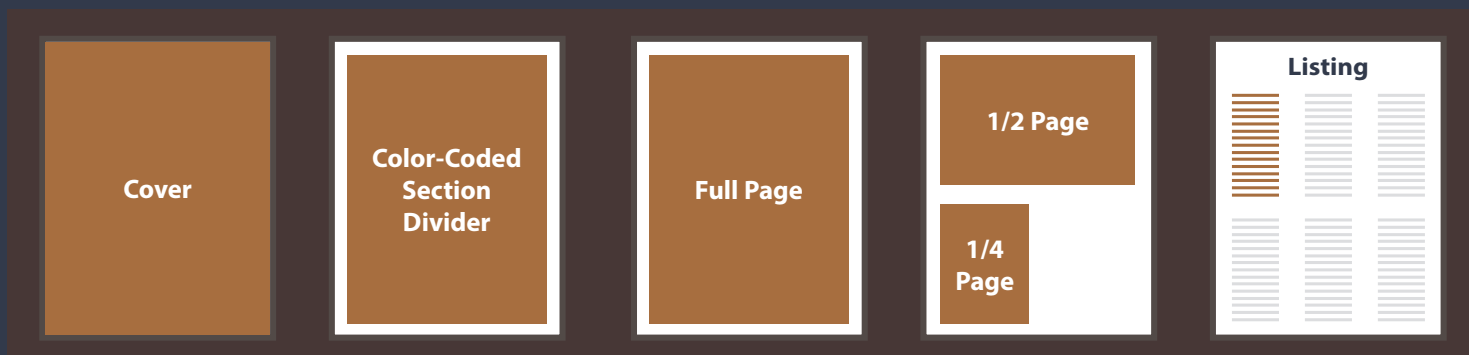
See rates and specs on following pages.

Reserve your space today!

**Contact Marcia Ulibarri, Advertising Sales Manager
505-797-6058 or marcia.ulibarri@sbnm.org.**

	Size	RATE: 2023-2024
Back Cover (bleed)	8.5 x 11"	\$2487
Inside Front Cover (bleed)	8.5 x 11"	2028
Inside Back Cover (bleed)	8.5 x 11"	2028
Color-Coded Section Divider	7 x 9.75"	1658
Full Page	7 x 9.75"	1282
Half Page	7 x 4.75"	829
Quarter Page	3.42 x 4.75"	542
Firm Listing		242
Services for the Legal Community Listing		232

(above rates do not include tax)



State Bar of New Mexico members may be billed for advertisements in the *Resource Deskbook & Membership Listing*. All other advertisers must be pre-paid.

Production Summary

Printing: Web offset

Trim Size: 8.5 x 11"

Binding: Spiral

The *Resource Deskbook & Membership Listing 2023-2024* will be mailed to members in March 2023.

Display Advertisements

(Back Cover, Inside Front Cover, Inside Back Cover, Color-Coded Section Divider, Full Page, Half Page and Quarter Page)

Space Reservation Deadline: January 27, 2023

Copy submitted after the deadline is subject to a \$50 rush fee
Build ad copy is due at the time of space reservation.
Press-ready ad files are due January 31, 2023.



Guaranteed Position

Add 15% to the insertion rate to guarantee the position you want on full page display ads.



Submission Requirements

PDF, EPS or TIFF (300-dpi) (Canva, Microsoft Word and Microsoft Publisher files are NOT accepted.)
Submitted via email
All fonts must be embedded.
Color ads must be in a CMYK color space.
Press-ready art is required.
Any necessary design work will be charged at the rate of 20% the cost of the ad.

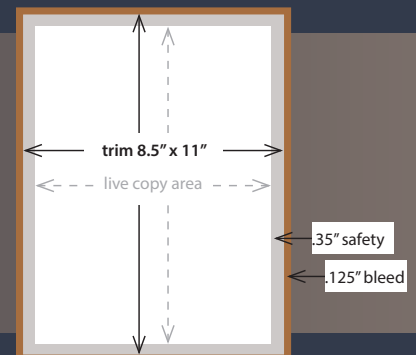
Bleeds

Bleeds are available on covers only.

Trim size: 8.5" x 11"

Leave .35" safety area all the way around live copy area to accommodate for spiral binding and trim.

Add .125" to all sides for bleed.



Production Charges

In-house design and production services are available.
Contact the Advertising Sales Manager for an estimate.

Firm Listings

Space Reservation Deadline: January 27, 2023

Copy submitted after the deadline is subject to a \$50 rush fee.
Copy is due at the time of space reservation.

Includes

- Color logo
- Contact information (physical and mailing addresses, phone numbers, fax numbers, email address, website)
- Up to 10 practice areas (a limit of 30 characters per practice area)
- Listed by geographic area in alphabetical order by firm name

Services for the Legal Community Listing

Space Reservation Deadline: January 27, 2023

Copy submitted after the deadline is subject to a \$50 rush fee.
Copy is due at the time of space reservation.

Includes

- Color logo
- Contact information (contact person, physical and mailing addresses, phone numbers, fax numbers, email address, website)
- Description (up to 30 words)
- Listed by category/service in alphabetical order by company name.



State Bar *of*
New Mexico

Est. 1886

For information contact, Marcia Ulibarri, Advertising and Sales Manager

Phone: 505.797.6058 • Email: marcia.ulibarri@sbnm.org

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www.sbnm.org