

NEVADA LAWYER

The Official Publication of the State Bar of Nevada

2012 Advertising Guidelines



Nevada Lawyer: Keeping Nevada's Legal Community Connected.

We've said it before, but it bears repeating: *Nevada Lawyer* is the only statewide legal journal in the state of Nevada. The State Bar of Nevada has 10,714 members, and is growing annually. Last year 350 new attorneys passed the bar exam to join its ranks. 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 home of every lawyer in the state.

Nevada Lawyer - Who are our Readers? Audience Demographics.

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?

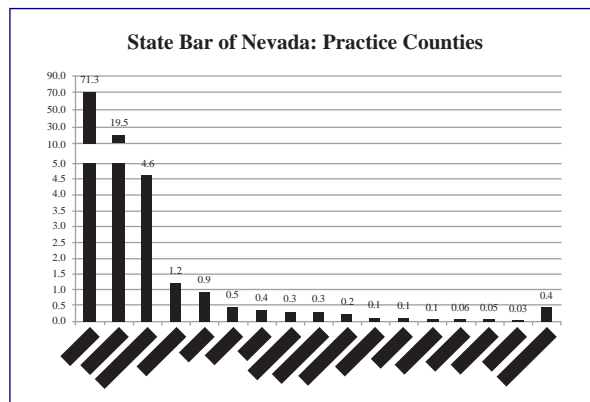
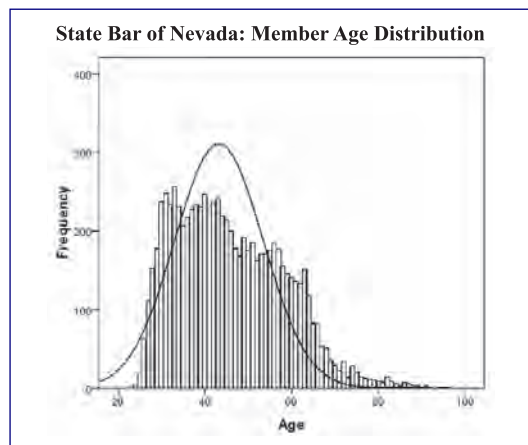
4,500 plus readers live in Clark County, which includes Las Vegas; 1,200 plus reside in Washoe County, which includes Reno. Other readers live in Carson City (the state capitol), rural counties, other states and even other countries.

ADVERTISING IN NEVADA LAWYER

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. 2012 is your year to join them, with a new option that keeps your ad online and accessible for years to come; we welcome your inquiries about placing advertisements in our magazine!

Nevada Lawyer has an advertising plan to fit your needs and your budget!

Each issue of Nevada Lawyer is published within the first week of the month. Advertisements must be received at least 40 days prior to the first day of the publication month (see editorial calendar in this media kit or at www.nvbar.org > Publications > Nevada Lawyer > Advertising > Editorial Calendar).



Classified Ads

From renting office space to hiring a new attorney, there is no better way to get your message out to Nevada's legal community than through a classified ad in *Nevada Lawyer*. Our full-page classified advertising section is exclusive enough to give your ad the clarity and focus most newspaper classified ads lack, with a circulation that no other Nevada bar publication can beat, and we offer special rates for members. Some of our classified advertisers have been returning monthly to *Nevada Lawyer* for more than half a decade; that loyalty speaks volumes about results!

Display Ads

Nevada Lawyer offers its advertisers a variety of color and black and white advertisement options at competitive prices. Special discounts are available to law firms wishing to announce a new partner, an award or a ruling. Our advertisers also have the option of reserving inside front, inside back and back cover spots or a two-page center spread for more comprehensive ad campaigns. A subscription to *Nevada Lawyer* is offered free of charge to every attorney licensed to practice law in Nevada, so there is no more effective way to reach Nevada's legal community than through our publication. Join the law firms, banks, insurance companies and hotel-casinos that access to our educated, respected and affluent readership with repeat advertising in *Nevada Lawyer*.

Online Advertising

In addition to our usual offerings of display ads with or without prime placement and classified ads at great prices, this year, for the first time, we are offering advertisers a chance to multiply the life of their ad by including it in the archived version of *Nevada Lawyer*. Attorney members frequently go online to look up articles from past issues; when they do so, they can now see your advertisement, for a low introductory price. To check out the *Nevada Lawyer* archives at www.nvbar.org, to to publications > Nevada Lawyer > Archives. For years this web offering has been a valuable service to our members, now it can be equally valuable to you!

SEND AD MATERIALS TO Nevada Lawyer at nvlawyer@nvbar.org

State Bar of Nevada
600 E. Charleston Blvd., Las Vegas, NV 89104-1563
(702) 382-2200 • Fax: (702) 385-2878

This is not the billing address. Do not fax or e-mail credit card information to this address. The billing address will be provided separately via invoice.

DESIGN SERVICES

Available upon request for an additional fee, the State Bar of Nevada has partnered with a graphic design professional to provide you with high-end, professional design of your display advertisement. You may request design services for an ad of the highest caliber, while keeping within your budgetary needs.

E-mail: georgina_corbalan@yahoo.com.

MEMBER BENEFIT

ACCEPT
VISA MasterCard
GREAT CLIENT
PAID ON TIME, INC.

Trust your transactions to the only merchant account recommended by over 60 bar associations!

The Easiest Way to Get Paid!

- ✓ Accept all major credit card payments in a professional manner
- ✓ Increase business by accepting cards for retailers.
- ✓ Control cash flow and reduce collections.
- ✓ Separate earned and unearned fees.
- ✓ Reduce fees on credit card processing by 25%.

The process is simple. Begin accepting payments today.
Call 866.576.0950 or visit the Member Benefits section at www.nvbar.org

LawPay now offers a secure online payment with link and a new iPhone option!

LAWPAY
CREDIT CARD PROCESSING

Farr West Engineering
A local leader in forensic engineering and litigation support services.

- Engineering Design • Construction Claims and Defects
- Structural Failures • Accident Reconstruction
- Fire and Explosion Investigations
- Product Defect Analysis

Combining in-depth engineering experience and meticulous investigative techniques to provide you with the highest quality forensic and litigation support services.

FARR WEST
ENGINEERING

Civil | Environmental | Forensic

3402 Campbell Lane, Suite 8 • Reno, Nevada 89511 • (775) 851-4748 • www.farrwestengineering.com

Unique setting.
Exclusive events.
Superior service.



Book Your Holiday Party or Event With Us.

Plan early and lock into great rates on The Strip's only location to offer this unique holiday party package.

Get the Stratosphere advantage—breathtaking views you will find nowhere else.

Special thrill ride and show rates.

Unlimited access to indoor and outdoor Observation Decks.

Boutique parties and one-of-a-kind Observation Deck events for 10 to 1,000.

No room rental or AV rental charges for local companies.

Parties of 50 or more will receive one comp room.

Affordable room rates.

Confirm your booking by 10/31/2011 for your complimentary toast.
702-383-4777 • privatelisting@stratospherehotel.com

STRATOSPHERE
HOTEL | CASINO | TOWER

Workers' Comp is not PI

Accepting Your Workers' Compensation Referrals

Allyson K. Newman & Assoc. P.C.

"Workers' Compensation cases provide unique business and regulatory issues and are characterized as a personal injury case. These issues are often highly litigious and require skills far above your own professional liability. Let me help! Workers' Compensation cases handle your state's Workers' Compensation claims."

If your Workers' Comp is denied also involves a PI case, and you get involved the faster at your firm, we will handle the Workers' Compensation.

Offering you generous fee splitting arrangements under RPC 1.5(e)

Personal Injury • Workers' Compensation • Family Law

1301 S. Maryland Parkway, Las Vegas, Nevada 89101
nl@ccommads.com • HollmanEspino.com

Display Advertising Requirements and Formatting

Ads must be submitted digitally and must conform to the following requirements.

(only full page ads and back cover may bleed)

PLATFORM

All ads should be submitted in PC-compatible digital form.

NATIVE FILE FORMATS – PDF files

preferred, but will accept the following:

- InDesign CS
- Illustrator CS or compatible
- Photoshop CS or compatible
- eps (fonts converted to outlines/curves)
- jpeg
- * All colors used in ad layout document and supporting graphics/links must be assigned CMYK values – No Pantone colors; No RGB color values

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) (convert fonts to outlines/curves)
- PDF must include crop & registration marks
- PDF must include 1/4" bleed (for bleed ads)

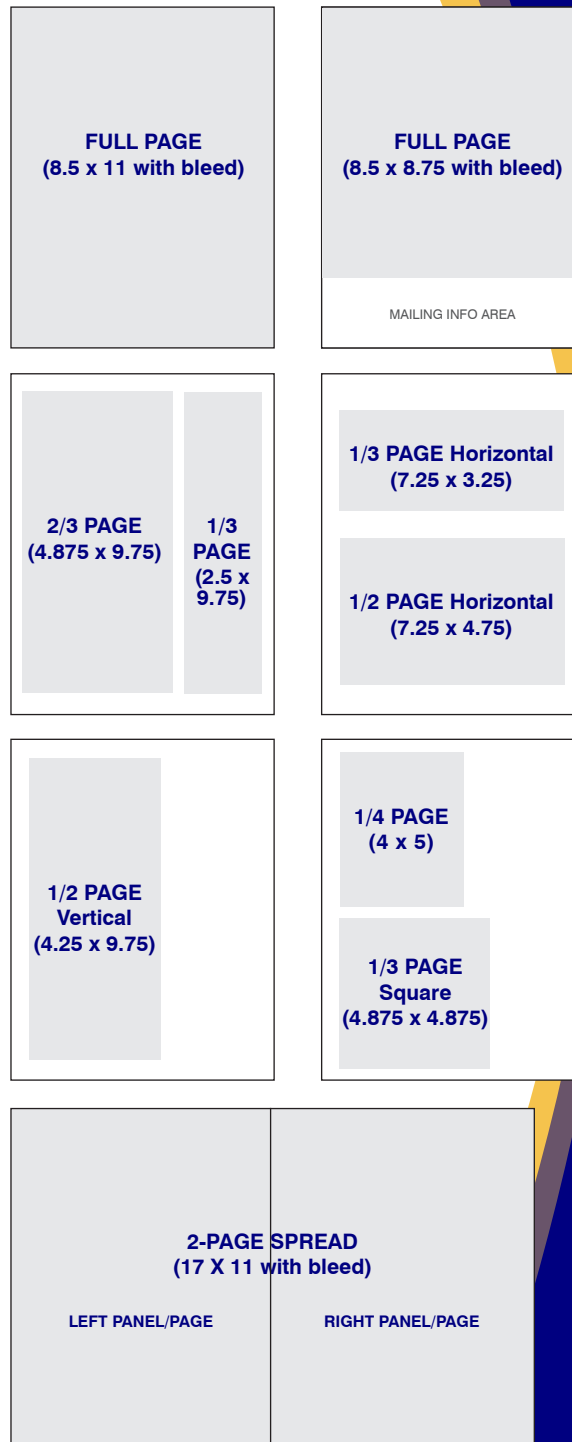
MEDIA (if possible, please e-mail your art file)

- PC-compatible 100 MB Zip disk
- CD-ROM
- DVD-ROM

PUBLICATION SPECS

Finished Size: 8 1/2 x 11

*Unless your ad bleeds, the live image area must be at least 1/4" away from the trim edge.





2012 Nevada Lawyer Editorial Calendar & Deadlines

ISSUE MONTH	ISSUE THEME	COPY DEADLINE	AD DEADLINE
January 2012	Litigation Practice & Procedure	Nov. 10	Nov. 18
February 2012	African-American History/ Civil Rights	Dec. 15	Dec. 27
March 2012	Real Estate	Jan. 13	Jan. 20
April 2012	Public Law	Feb. 10	Feb. 17
May 2012	Diversity	March 16	March 23
June 2012	Children and the Law	April 13	April 20
July 2012	Public Lands	May 11	May 18
August 2012	Technology and Marketing	June 15	June 22
September 2012	Election Law	July 13	July 20
October 2012	Federal Courts	Aug. 10	Aug. 17
November 2012	Social Networking and the First Amendment	Sept. 14	Sept. 21
December 2012	Business Entities	Oct. 12	Oct. 19

E-mail to nvlawyer@nvbar.org as either a Word or WordPerfect file. You may also submit articles on CD, in Word or Rich Text Format (RTF); mail CDs to State Bar of Nevada Attn: Nevada Lawyer 600 E. Charleston Blvd., Las Vegas, NV 89104.

All submissions are reviewed by the editor and forwarded to the Editorial Board for consideration.



NEVADA LAWYER

2012 Advertising Agreement/ Insertion Order

Complete and e-mail to nvlawyer@nvbar.org

Deadline for submitted ad and contract is approximately 40 days prior to the desired publication* month.
See Editorial Calendar for specific deadlines. Late fees applied to any ads 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)	\$1705	\$1634	\$1572	\$1497
<input type="checkbox"/> Back Cover – 8.5 x 8.75	\$1392	\$1334	\$1279	\$1221
<input type="checkbox"/> Inside Back/Front Cover – 8.5 x 11 (with bleed)	\$1150	\$1105	\$1055	\$1009

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"/> 2-Page Spread – 17 x 11 (with bleed)	\$1,725	\$1,660	\$1,605	\$1,535
<input type="checkbox"/> Full Page – 8.5 x 11 (with bleed)	\$936	\$900	\$858	\$822
<input type="checkbox"/> 2/3 page – 4.875 x 9.75	\$814	\$783	\$754	\$720
<input type="checkbox"/> 1/2 page (H) – 7.25 x 4.75 or (V) 4.25 x 9.75	\$693	\$666	\$640	\$613
<input type="checkbox"/> 1/3 page (H) – 7.25 x 3.25 or (V) 2.5 x 9.75	\$533	\$515	\$495	\$478
<input type="checkbox"/> 1/3 page square – 4.875 x 4.875	\$533	\$515	\$495	\$478
<input type="checkbox"/> 1/4 page 4 x 5	\$475	\$464	\$450	\$433

Ad Cost

\$

Color Law Firm Announcements. (Discount for black & white. See "Additional Charges & Discounts" below.)

Announcements may be subject to redesign due to incompatible fonts.

<input type="checkbox"/> Full Page – 8.5 x 11 (with bleed)	\$836
<input type="checkbox"/> 1/2 page (H) – 7.25 x 4.75 or (V) 4.25 x 9.75	\$664
<input type="checkbox"/> 1/4 page 4 x 5	\$425

Ad Cost

\$

Additional Charges & Discounts. Add to or subtract from earned rate.

- Black & White Ads – Discount \$175 per month
- Include Advertising in Online Edition of Nevada Lawyer – Additional \$150 per month
- Late fee – Additional \$30 (applied to all ads inserted after deadline)
- 15% Discount for ad agencies

Additional Charges/Discounts

\$

Ads must be provided in PDF format – E-mail to nvlawyer@nvbar.org

No. of Months to run _____ Amount due per issue \$ _____ Contract TOTAL \$ _____

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

Ad Rep/Contact Person _____ Ad 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 the State Bar of Nevada, P.O. Box 50, Las Vegas, NV 89125-0050. Credit Card Payments Are Accepted. Via fax (888) 405-5680. 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. A proof of the ad will only be provided before printing by request. You will have 24 hours to respond after receipt of that proof. For questions, contact Nevada Lawyer at (702) 382-2200.

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

Signed _____ Date _____

NEVADA LAWYER



2012 Classified Advertisement Insertion Order

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)
\$15.00 A frame around the whole ad

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.
Late Fee (applied to all ads inserted after deadline) – \$15

**Complete form
and Fax to
(702) 385-2878**

**or e-mail to
nvlawyer@nvbar.org**

**Do not send payments to this address.
See billing information below.**

**QUESTIONS? Call us
at (702) 382-2200 or e-mail
nvlawyer@nvbar.org**

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

(Number of words _____ at \$ _____ per word) + (special formatting at \$0.45 per word \$ _____) = Total due \$ _____ per month.

Which Months in 2012?

Please check:

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

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, PO Box 50, Las Vegas, NV 89125-0050, or fax payment information to (888) 405-5680.