



# LAWDRAGON

## Print Ad Rates and Specifications

### Advertising Rates

#### Premium Placement

Back Cover (4c)	\$20,000
Inside Front Cover (4c)	\$20,000
Inside Back Cover (4c)	\$20,000
Pg 1 RH (4c)	\$19,000
Pg 3 RH (4c)	\$18,000
Pg 5 RH (4c)	\$18,000
Inside Cover Gatefold (2 pg, 4c)	\$39,000
Inside Cover Gatefold (1 pg, 4c)	\$25,000
Inside Centerfold Spread (2 pg, 4c)	\$29,000
Inside Spread (2pg, 4c)	\$28,000
Full page B&W	\$8,000
Full page (2c)	\$9,000
Full page (4c)	\$10,000
2/3 page B&W	\$7,250
2/3 page (2c)	\$8,250
2/3 page (4c)	\$9,250
1/2 page B&W	\$6,900
1/2 page (2c)	\$7,900
1/2 page (4c)	\$8,900



### Advertising Specifications

Ad Size	Bleed (Width x Depth)	Nonbleed/Live Area	Trim (Width x Depth)
Spread	16" x 10.75"	15" x 10"	16" x 10.5"
Full Page	8.25" x 10.75"	7" x 10"	8" x 10.5"
1/2 Page Horizontal	8.25" x 5.25"	7" x 4.625"	8" x 5"
1/2 Page Vertical	4.125" x 10.75"	3.375" x 10"	3.875" x 10.5"
1/4 Page	4.125" x 5.25"	3.375" x 4.625"	3.875" x 5"
2/3 Page	6.125" x 10.75"	5.65" x 10"	6" x 10.5"

Please keep all crop and registration marks .5" outside magazine trim size.  
Trim size is 8" x 10.5" saddle stitched.