



Massachusetts Lawyers Weekly

Rhode Island Lawyers Weekly

Lawyers USA

New England In-House

Massachusetts Medical Law Report

2010 **PRINT AND ONLINE** Advertising Rates and Specifications

2010 PRINT AND ONLINE

Advertising Rates and Specifications

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www.masslawyersweekly.com

■ Display Advertising

	1x	6x	13x	26x	52x
Full	\$ 4,960	\$ 4,400	\$ 3,915	\$ 3,475	\$ 2,930
Junior	\$ 3,320	\$ 2,890	\$ 2,570	\$ 2,240	\$ 1,905
Half	\$ 2,965	\$ 2,660	\$ 2,375	\$ 2,070	\$ 1,775
Quarter	\$ 1,650	\$ 1,470	\$ 1,310	\$ 1,145	\$ 965
Eighth	\$ 920	\$ 820	\$ 725	\$ 635	\$ 535
Sixteenth	\$ 535	\$ 460	\$ 410	\$ 360	\$ 310

2-Color	4-Color
\$ 200 (per ad, per publication)	\$ 470 (per ad, per publication)

Full-page rates include 4-color | 20% premium for guaranteed placement
 Deadline – Monday 4:00 P.M.

■ Professional Announcements

	1x	2x	3x	4x
Full	\$ 2,490	\$ 3,560	\$ 4,595	\$ 5,520
Junior	\$ 2,175	\$ 2,960	\$ 3,760	\$ 4,550
Half	\$ 1,915	\$ 2,700	\$ 3,435	\$ 4,165
Quarter	\$ 1,235	\$ 1,790	\$ 2,335	\$ 2,905
Sixth	\$ 960	\$ 1,385	\$ 1,800	\$ 2,225
Eighth	\$ 680	\$ 955	\$ 1,235	\$ 1,515

Deadline – Monday 4:00 P.M.

■ Classified Advertising

Classified Display

1x	4x	6x	13x	26x	52x
\$ 86	\$ 72.50	\$ 67	\$ 64	\$ 59	\$ 53.50

Deadline – Wednesday 2:00 P.M. | Rates are per column inch, 2 inch minimum

Line by Line

2x	4x	headline	box charge
\$ 23 per line	\$ 19 per line	\$ 32	\$ 52

Deadline – Wednesday 11:00 A.M.

Office Space

1x	4x	6x	13x	26x	52x
\$ 84	\$ 71.50	\$ 67	\$ 63.50	\$ 58.50	\$ 52.50

Deadline – Tuesday 4:00 P.M. | Rates are per column inch, 2 inch minimum

■ Directories

Lawyer-to-Lawyer Referral	1 year
1 Unit (1 7/8" x 3 5/8")	\$ 1,980

Deadline – Monday 4:00 P.M.

ADR	1 year
1 Unit (1 7/8" x 2 1/2")	\$ 1,290

Deadline – Monday 4:00 P.M.

Experts Directory / Legal Products & Services

	52x
1 column x 1 1/2"	\$ 2,964
1 column x 2 1/2"	\$ 4,836
1 column x 3 1/2"	\$ 6,604
1 column x 4 1/2"	\$ 7,384

1 column = 1 7/8"
 Deadline – Monday 4:00 P.M.
 20% additional charge for contract cancellations.

PRINT ADVERTISING RATES



www.rilawyersweekly.com

■ Display Advertising

	1x	6x	13x	26x	52x
Full	\$ 1,575	\$ 1,420	\$ 1,255	\$ 1,115	\$ 950
Junior	\$ 980	\$ 875	\$ 780	\$ 685	\$ 585
Half	\$ 955	\$ 855	\$ 760	\$ 660	\$ 570
Quarter	\$ 535	\$ 475	\$ 425	\$ 375	\$ 315
Eighth	\$ 290	\$ 260	\$ 230	\$ 200	\$ 180
Sixteenth	\$ 190	\$ 170	\$ 150	\$ 130	\$ 105

2-Color

\$ 200 (per ad, per publication)

4-Color

\$ 470 (per ad, per publication)

Full-page rates include 4-color | 20% premium for guaranteed placement

Deadline – Monday 4:00 P.M.

■ Professional Announcements

	1x	2x	3x	4x
Full	\$ 910	\$ 1,310	\$ 1,710	\$ 2,110
Junior	\$ 740	\$ 1,070	\$ 1,395	\$ 1,720
Half	\$ 725	\$ 1,050	\$ 1,295	\$ 1,675
Quarter	\$ 470	\$ 665	\$ 875	\$ 1,085
Sixth	\$ 400	\$ 570	\$ 745	\$ 920
Eighth	\$ 275	\$ 400	\$ 525	\$ 645

Deadline – Monday 4:00 P.M.

■ Classified Advertising

Classified Display

1x	4x	6x	13x	26x	52x
\$ 40	\$ 32.50	\$ 30.50	\$ 28.50	\$ 26.50	\$ 25

Deadline – Wednesday 2:00 P.M. | Rates are per column inch, 2 inch minimum

Line by Line

2x	4x	headline	box charge
\$ 23 per line	\$ 19 per line	\$ 32	\$ 52

Deadline – Wednesday 11:00 A.M.

Office Space

1x	4x	6x	13x	26x	52x
\$ 84	\$ 40	\$ 32.50	\$ 30.50	\$ 28.50	\$ 25

Deadline – Tuesday 4:00 P.M. | Rates are per column inch, 2 inch minimum

■ Directories

Lawyer-to-Lawyer Referral 52 weeks

1 Unit (1 7/8" x 3 5/8") \$ 1,000

Deadline – Monday 4:00 P.M.

ADR

1 year

1 Unit (1 7/8" x 2 1/2") \$ 1,090

Deadline – Monday 4:00 P.M.

Experts Directory / Legal Products & Services

1 year (52 weeks)

1 column x 1 1/2" \$ 1,768

1 column x 2 1/2" \$ 2,600

1 column x 3 1/2" \$ 3,224

1 column x 4 1/2" \$ 3,640

1 column = 1 7/8"

20% additional charge for contract cancellations.

Deadline – Monday 4:00 P.M.



www.lawyersusaonline.com

■ Display Advertising

	1x	6x	12x
Full	\$ 3,150	\$ 2,330	\$ 1,920
Junior	\$ 2,265	\$ 1,680	\$ 1,380
Half	\$ 1,855	\$ 1,365	\$ 1,130
Quarter	\$ 1,050	\$ 780	\$ 640
Eighth	\$ 615	\$ 450	\$ 375
Sixteenth	\$ 370	\$ 275	\$ 225

2-Color	4-Color
\$ 200 (per ad, per publication)	\$ 470 (per ad, per publication)

Full-page rates include 4-color | 20% premium for guaranteed placement

■ Professional Announcements

	1x	2x	3x	4x
Full	\$ 1,490	\$ 2,240	\$ 3,130	\$ 3,875
Junior	\$ 1,360	\$ 2,045	\$ 2,850	\$ 3,535
Half	\$ 1,115	\$ 1,670	\$ 2,330	\$ 2,890
Quarter	\$ 695	\$ 1,045	\$ 1,450	\$ 1,795
Sixth	\$ 545	\$ 815	\$ 1,145	\$ 1,420
Eighth	\$ 335	\$ 515	\$ 710	\$ 935

All space deadlines: Friday 11:00 A.M. (10 days before publication date)
 Non-profit organization discount - 15% (applies to appropriate contract)

■ Classified Advertising

Classified Display

1x	4x	6x	12x
\$ 60	\$ 50	\$ 47	\$ 42

Rates are per column inch

Line by Line

2x	4x
\$ 9.25 per line	\$ 6.90 per line

■ Directories

Lawyer-to-Lawyer Referral	1 year
1 Unit (1 7/8" x 3 5/8")	\$ 840
2 Unit (1 7/8" x 7 1/2" or 3 7/8" x 4")	\$ 1,575

Experts Directory / Legal Products & Services

	1 year
1 column x 1 1/2"	\$ 880
1 column x 2 1/2"	\$ 1,510
1 column x 3 1/2"	\$ 2,140
1 column x 4 1/2"	\$ 2,560

1 column = 1 7/8"



■ Display Advertising

	1x	6x
Sponsorship	\$ 5,145	\$ 3,705
Front Page Strip	\$ 1,765	\$ 1,000
Back Cover	\$ 3,570	\$ 2,060
Full Page	\$ 2,785	\$ 1,605
Junior	\$ 2,310	\$ 1,330
Half	\$ 1,765	\$ 1,000
Quarter	\$ 1,000	\$ 580

Spot Color	4-Color
\$ 200 (per ad, per publication)	\$ 470 (per ad, per publication)

20% premium for guaranteed placement

Sponsorship includes:

- Full-page logo (top right-hand page)
- Full-page ad with four-color in a premium position
- 100 copies of the newspaper for marketing purposes
- 25% discount on any In-House Reprint order
- One (1) 1/4 page black and white Professional Announcement ad

■ Directories

ADR / Experts Directory / Legal Products & Services

Includes one full year (six issues)

1 column x 1 1/2"	\$ 170
1 column x 2 1/2"	\$ 200
1 column x 3 1/2"	\$ 260
1 column x 4 1/2"	\$ 330
1 column = 1 7/8"	



www.mamedicallaw.com

■ Display Advertising

	1x	6x
Sponsorship	\$ 7,350	\$ 5,515
Front Page Strip	\$ 2,280	\$ 1,735
Back Cover	\$ 4,630	\$ 3,495
Full Page	\$ 3,575	\$ 2,740
Junior	\$ 2,975	\$ 2,260
Half	\$ 2,280	\$ 1,735
Quarter	\$ 1,275	\$ 960
Eighth	\$ 765	\$ 580

■ Products & Services

	6x
1 column x 1 1/2"	\$ 375
1 column x 2 1/2"	\$ 700
1 column x 3 1/2"	\$ 1,025
1 column x 4 1/2"	\$ 1,125

Spot Color	4-Color
\$ 200 (per ad, per publication)	\$ 470 (per ad, per publication)

20% premium for guaranteed placement

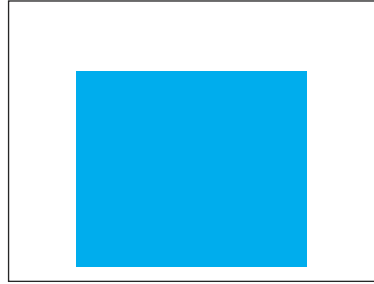
Sponsorship includes:

- Full page four-color ad
- Front page logo at top of page
- Premium position on Medical Law Report home page

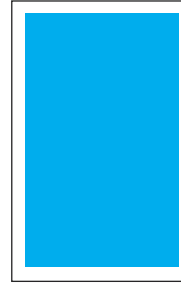
PRINT DIMENSIONS AND SPECIFICATIONS



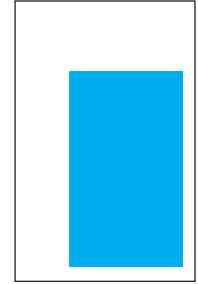
Tabloid Spread
20"w x 15.75"h



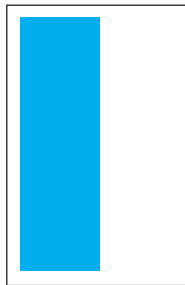
Junior Spread
15.5"w x 11"h



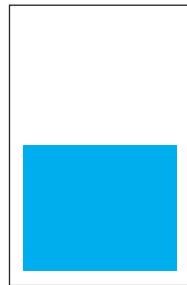
Full Page
10"w x 15.75"h



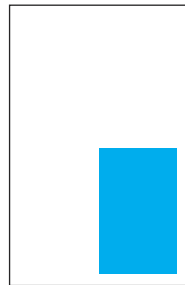
Junior Page
7.375"w x 11"h



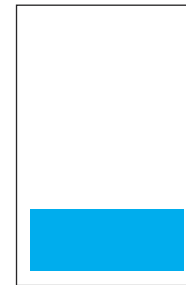
Half Page Vertical
4.875"w x 15.75"h



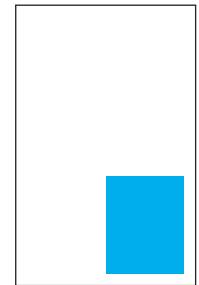
Half Page Horizontal
10"w x 8"h



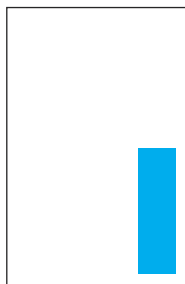
Quarter Page Vertical
4.875"w x 8"h



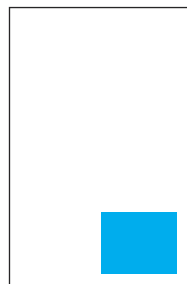
Quarter Page Horizontal
10"w x 4"h



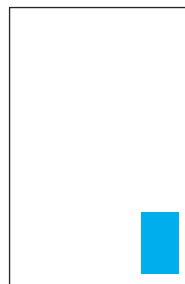
Sixth Page
4.875"w x 6"h



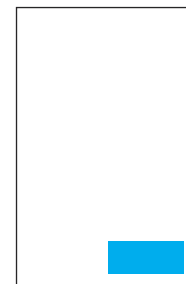
Eighth Page Vertical
2.375"w x 8"h



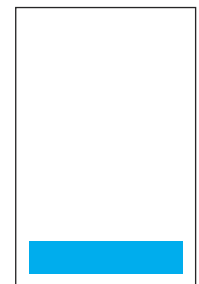
Eighth Page Horizontal
4.875"w x 4"h



Sixteenth Page Vertical
2.375"w x 4"h



Sixteenth Page Horizontal
4.875"w x 2"h



Front Page Strip
10"w x 2"h

Digital Ad Specifications

PDF files are preferred. Please contact your ad representative for detailed instructions on how to make PDF's to our printers specifications.

We also accept QuarkXpress and InDesign files. Please include all images and both screen and printer fonts. Images must be at least 200 dpi. Save black and white image files in TIFF format. EPS format for color. All color files must be in CMYK mode.

ROP Dimensions

4 column layout

Tabloid Spread	20"w x 15.75"h
Junior Spread	15.5"w x 11"h
Full Page	10"w x 15.75"w
Junior Page	7.375"w x 11"h
Half Page Vertical	4.875"w x 15.75"h
Half Page Horizontal	10"w x 8"h
Quarter Page Vertical	4.875"w x 8"h
Quarter Page Horizontal	10"w x 4"h
Sixth Page	4.875"w x 6"h
Eighth Page Vertical	2.375"w x 8"h
Eighth Page Horizontal	4.875"w x 4"h
Sixteenth Page Vertical	2.375"w x 4"h
Sixteenth Page Horizontal	4.875"w x 2"h
Front Page Strip	10"w x 2"h

Classified Dimensions

5 column layout

Column	Picas	Inches
1 column =	11p3	1.875"
2 column =	23p5	3.903"
3 column =	35p7	5.931"
4 column =	47p9	7.958"
5 column =	60	10"

Printing Specifications

Specifications for web offset publications (SWOP) adopted.

Mechanical Data

Trim Size: 11" x 17"
 Printable Area: 10" x 15.75"
 Binding: Fold
 Bleed: No
 Method of Printing: Offset full run
 Halftone Screen Requirements:
 85 line screen preferred; 100 maximum
 240 maximum density

Errors

Advertisers are responsible for checking the first insertion of the advertisement and notifying their Lawyers Weekly representative of any errors. Advertisers must report errors immediately to receive any compensation. No allowance will be made for errors that do not materially affect the value of the ad.

FTP Site

Supported by Internet Explorer 5.5 or higher,
 Address: ftp://63.85.223.3; Username: dolaner; Password: helpme33; Folder: Ads_Mass LW

Issuance/Closing Dates

State Publication Issuance:

Published every Monday, 52 times per year

State Closing Dates:

Space reservations close Monday prior to week of insertion at 4:00 P.M.
 Materials are due Tuesday prior to week of insertion.
 For special placement and supplement ads, please call for earlier deadlines.

USA Publication Issuance:

Published monthly, 12 times per year.

USA Closing Dates:

Space reservations close 10 days prior to publication date. Materials are due 7 days prior to publication date. For special placement and supplement ads, please call for earlier deadlines.

Cancellations:

No cancellations or changes will be accepted after space closing date.
 Notifications of cancellations prior to closing date must be in writing.

ONLINE ADVERTISING RATES



www.masslawyersweekly.com

www.judgecenter.com

www.legallylinked.com

Massachusetts Lawyers Weekly Online

Position	Price	Dimension (pixels)
Top Medium Rectangle	\$ 1,000	300 x 250
Mid-Page Medium Rectangle	\$ 750	300 x 250
Bottom Leader Board	\$ 600	728 x 90

Rates illustrated are monthly rates | 1 of 4 rotations

Massachusetts Lawyers Weekly E-mail & Practice Alerts

Position	Price	Dimension (pixels)
Medium Rectangle	\$ 425*	300 x 250

*Rate illustrated is weekly

Daily Alerts and Practice Area Alerts include, but are not limited to: Bankruptcy, Business, Corporate, Criminal, Employment, Family, PI/Tort, Real Property, Workers' Comp, In-House, Real Estate, ADR, Legal Products, Lawyer-to-Lawyer.



Rhode Island Lawyers Weekly Online

Position	Price	Dimension (pixels)
Top Medium Rectangle	\$ 500	300 x 250
Mid-Page Medium Rectangle	\$ 300	300 x 250
Bottom Leader Board	\$ 200	728x 90

Rates illustrated are monthly rates | All positions run of site | 1 of 4 rotations

Rhode Island Lawyers Weekly E-mail Alerts

	Price	Dimension (pixels)
E-mail alerts	\$ 300	300 x 250

Rate illustrated is weekly rate



New England In-House Online

Position	Price	Dimension (pixels)
Top Medium Rectangle	\$ 500	300 x 250
Mid-Page Medium Rectangle	\$ 300	300 x 250
Bottom Leader Board	\$ 200	728 x 90

Rates illustrated are monthly rates | All positions run of site | 1 of 4 rotations

In-House E-mail Alerts

	Price	Dimension (pixels)
E-mail alerts	\$ 300	300 x 250

E-mail alerts sent once a week

ONLINE ADVERTISING RATES



www.lawyersusaonline.com

Lawyers USA Online

Position	Price	Dimension (pixels)
Top Leader Board	\$ 1,500	728 x 90
Medium Rectangle	\$ 1,000	300 x 250
Bottom Half Banner	\$ 750	234 x 60

Rates illustrated are monthly rates | All positions run of site | 1 of 4 rotations

Lawyers USA Daily E-mail Alerts & Practice Alerts

Position	Price	Dimension (pixels)
Medium Rectangle	\$ 250	300 x 250

Rate illustrated is weekly rate

Lawyers USA In Brief Sponsorship

Position	Price	Dimension (pixels)
Leader Board	\$ 1,250	300 x 250

Rate illustrated is monthly rate | Includes 4-line text box with link



www.mamedicallaw.com

Massachusetts Medical Law Report Online

Position	Price	Dimension (pixels)
Top Leader Board	\$ 125	728 x 90
Bottom Leader Board	\$ 100	728 x 90
Medium Rectangle	\$ 175	300 x 250
Attorney Profiles	\$ 100*	

Rates illustrated are monthly rates | All positions run of site | 1 of 4 rotations

*Includes print ad to be published in conjunction with online advertising.

Medical Law Report E-mail Alerts

	Price	Dimension (pixels)
E-mail alerts	\$ 250	300 x 250

Rate illustrated is weekly rate

Frequency Discounts

(applicable to all ads except e-mail alerts)

3-Month Buy 10%

6-Month Buy 15%

12-Month Buy 20%

Rich Media Guidelines

- Default creative (in GIF/JPEG format) must be submitted with all rich media files.
- Do not use HTML, BODY and HEAD tags with code.
- Images should be hosted locally whenever possible. Nested tables are not recommended.
- FORM tags should appear outside of TABLE tags.
- Any inter activity, including expandable banners and streaming audio/video, should be user-initiated, unless otherwise approved by the website.
- Flash ads- Please follow click-through coding instructions for the appropriate ad server.

Third-party Rich Media Guidelines

- Pre-approved technologies/third-party servers: Full List of DART Rich Media Third Party Vendors
- Ad production cannot guarantee the click-through data will be tracked for all of the Rich Media that is third party served.
- All third-party tags should be submitted with clear instructions regarding the implementation of click-tracking redirects and cache busting information.

Ad Creative Sizes:

- All creatives must be under 100k to be served.
- All creatives sent via tags have no file size limit.

General Advertising Guidelines

- Prior to submission, creatives should be tested for stability across all browser platforms.
- Accepted File Formats: HTML, JavaScript, Macromedia Flash, Java, DHTML, GIF, JPG











E-mail Alerts

- Note: Creatives for e-mails should only be GIF or JPG (100k). E-mail browsers cannot deliver rich media or HTML formats. Will build to e-newsletter ad size.

EDITORIAL CALENDAR



800.444.5297 ext.12145 www.masslawyersweekly.com

Month	Issue	Closing	Editorial content (bold denotes special sections)	Events
January	1.4	12.24	Lawyers of the Year	
	1.11	12.31	Most Important Opinions	
	1.18	1.8	Technology	
	1.25	1.15	Largest Verdicts/Real Estate	
February	2.1	1.22	Trial Techniques	BUSINESS & LAW  Breakfast Forum
	2.8	1.25	Environmental Law	
	2.15	2.5	Elder Law	
	2.22	2.12	Real Estate - Trusts & Estates	
March	3.1	2.19	Career/Education	
	3.8	2.26	eDiscovery	
	3.15	3.5	Leaders in the Law/Office Space	
	3.22	3.12	Experts	
	3.29	3.15	Real Estate	
April	4.5	3.26	Intellectual Property	Leaders IN THE LAW 
	4.12	4.2	Trusts & Estates	
	4.19	4.9	Excellence in the Law/ADR	
	4.26	4.16	Largest Law Firms/Real Estate	
May	5.3	4.23	Medical Malpractice	Excellence in the Law 
	5.10	4.30	Trial Techniques	
	5.17	5.3	ADR Directory	
	5.24	5.14	Real Estate	
	5.31	5.21	Summer Associates	
June	6.7	5.28	New Lawyers - Bar Passers	BUSINESS & LAW  Breakfast Forum
	6.14	6.4	Defense Verdicts	
	6.21	6.11	Real Estate	
	6.28	6.18	Experts	
July	7.5	6.25	Most Important Opinions	
	7.12	7.2	Trusts & Estates	
	7.19	7.9	Technology	
	7.26	7.16	Real Estate	
August	8.2	7.23	Trial Techniques	
	8.9	7.30	Elder Law	
	8.16	8.2	Technology	
	8.23	8.13	Experts	
	8.30	8.20	Real Estate	
September	9.6	8.27	Office Space	Rx EXCELLENCE honoring best practices in medicine 
	9.13	9.3	Career/Education	
	9.20	9.10	SJC Year in Review	
	9.27	9.17	Real Estate	
October	10.4	9.24	Experts	BUSINESS & LAW  Breakfast Forum
	10.11	10.1	Salary Survey	
	10.18	10.8	Battle of the Lawyers	
	10.25	10.15	Real Estate - Elder Law	
November	11.1	10.22	Trusts & Estates	Battle of the Lawyers 
	11.8	10.29	Intellectual Property	
	11.15	11.1	Top Women of the Law	
	11.22	11.12	Experts	
	11.29	11.19	Real Estate - New Lawyers/Bar Passers	
December	12.6	11.26	Technology	TOP WOMEN OF THE LAW 
	12.13	12.3	Trial Techniques	
	12.20	12.10	Real Estate	
	12.27	12.13	Lawyers of the Year	

LawyersUSA

800.444.5297 ext.12145 www.lawyersusaonline.com

Month	Issue	Closing	Editorial content
January	1.18	1.8	Top Ten Verdicts/AAJ Winter Meeting
February	2.15	2.5	Practice Management/Technology
March	3.15	3.5	Expert Witnesses/Trial Strategy
April	4.19	4.9	E-Discovery/Support Staff
May	5.17	5.7	Marketing Your Practice/Retirement Planning
June	6.21	6.11	AAJ Annual Meeting/Litigation Strategy
July	7.19	7.9	Practice Management/Technology
August	8.16	8.6	Jury Consulting/Retirement Planning
September	9.20	9.10	E-Discovery/Marketing Your Practice
October	10.18	10.8	Trial Strategy/Holiday Gifts
November	11.15	11.5	Support Staff/20 Things Lawyers Need to Know
December	12.20	12.10	Retirement Planning/Technology



New England IN-HOUSE

800.444.5297 ext.12145 www.newenglandinhouse.com

Month	Issue	Closing	Editorial content
January	1.25	1.6	Employment Law/Compliance Trends
March	3.22	3.4	Career Development/Securities Report/Leaders in the Law
May	5.31	5.12	Litigation Trends/Employment Law
July	7.26	7.7	Mergers & Acquisitions/International Business
September	9.27	9.8	Intellectual Property/Outside Counsel Relations
November	11.29	11.5	ADR Technology/eDiscovery



Massachusetts Medical Law Report

Legal news for the medical community

800.444.5297 ext.12145 www.mamedicallaw.com

Month	Issue	Closing
February	2.22	2.4
April	4.26	4.8
June	6.28	6.10
August	8.23	7.22
October	10.25	10.7
December	12.27	12.9



2010
networking
Events
PRESENTED BY
**MASSACHUSETTS
LAWYERS WEEKLY**

Here at Lawyers Weekly, we believe that outstanding events foster a sense of community among attorneys and other members of the legal community. They provide terrific opportunities for networking, learning and building a stronger sense of civility.

BUSINESS & LAW

Breakfast Forum

**Business & Law
Breakfast Forum**
February 26, June 10,
October 14, 2010

A panel of several business leaders discussing what they seek in legal representation and other compelling topics affecting corporate counsel and law firms

R^x EXCELLENCE
honoring best practices in medicine

Rx for Excellence

September 16, 2010
Recognizing the individuals in Massachusetts health care who demonstrate the highest standards in risk management, regulatory compliance, safety and quality

**Leaders
IN
THE
LAW**

Leaders in the Law
April 1, 2010

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