



# THE IOWA LAWYER

## ADVERTISING & RATE SPECIFICATIONS

Published by:



COLORFX®

Des Moines Operations, 10776 Aurora Avenue, P.O. Box 3538, Des Moines, IA 50322  
515.270.0402 phone, 515.270.2528 fax



Published monthly for  
The Iowa State Bar Association

### Advertising Contract

You are hereby authorized to insert our advertising in **The Iowa Lawyer** in accordance with rates, terms and conditions set forth in Terms & General Policies and the current Advertising Rates.

ISSUE	SPACE/DIMENSIONS	COST
January		
February		
March		
April		
May		
June		
July		
August		
September		
October		
November		
December		
Total		

Date \_\_\_\_\_

Company \_\_\_\_\_

Approved By \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone \_\_\_\_\_

FAX \_\_\_\_\_

Agency \_\_\_\_\_

Address \_\_\_\_\_

Accepted for Colorfx™, Publisher

By \_\_\_\_\_

### Terms & General Policies

- Editorial style copy will carry label "advertising." No fraudulent or misleading advertising accepted.
- All copy subject to approval by The Iowa State Bar Association and publisher.
- Advertisers agree to indemnify and defend the publisher from any and all liability for content of advertisements.
- First time advertisers must include payment for initial insertion with order.
- Otherwise payment in full is due upon receipt of proof of publication.
- 15% agency commission to recognized agencies only.

### Mechanical Requirements

**Printing Process:** Web offset on enamel gloss stock

**Trim Size:** 8 1/2" x 11"      **Bleed Size:** 8 3/4" x 11 1/4"

**Binding:** Saddle Stitched      **All colors built from four-color process.**

**Electronic File Furnished:** Both Macintosh and PC format files are acceptable. The document size should be built to final trim size. Bleeds should be set to 1/8" (.125"). Lasers of the most recent file should be included for comparison. Compatible applications are QuarkXPress, PageMaker, Illustrator, Photoshop, Freehand, Adobe InDesign, MultiAd Creator, and Microsoft Word. High-resolution PDF files are also acceptable. Compatible media are CD-R, jaz, and zip. Files may also be e-mailed to prepressdm@colorfx.net. Special instructions - All original graphic files, EPS, tif, etc., are included. Fonts, screen and printer, are included on disk including ones used in graphics. High-resolution images provided are CMYK and 300 DPI. The transfer disk is clearly labeled with company name and project's name, please indicate if you wish to have your disk returned.

**Publisher Assisted Art:** Minimum fee for typesetting - \$60.00. Minimum fee for design and mechanical art - \$90.00. Macintosh format QuarkXPress files with supporting images will be returned upon request. Prices for color separations purchased from the Publisher will be quoted at the advertiser's request.

**Film Furnished:** Film will only be accepted if there is no electronic file available. Right-reading negatives, emulsion side down, 150-line screen recommended with a maximum density of 300%. Four-color materials should include a contract color proof. Two-color materials must be built with 4-color process and should include a contract color proof. Film should be marked for color and shipped in a sturdy, crease-proof package.

#### To reserve space contact: Larson Enterprises

**Shannon Espenscheid**

Phone: 641-474-2280

Fax: 641-474-2480

e-mail: espys@netins.net

**David Larson**

Phone: 515-440-2810

Fax: 515-440-2809

**Return signed advertising orders to: Dave Larson Enterprises**  
3255 170th Street, Marshalltown, IA 50158

**Send all advertising materials to: Colorfx™**

10776 Aurora Avenue, P.O. Box 3538, Des Moines, IA 50322

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## Advertising Rates

PAGE SIZE		1 Insertion	6 Insertions	12 Insertions
Full Page	4 Color	\$1255	\$1155	\$1060
	2 Color	\$980	\$885	\$780
	Black/White	\$810	\$715	\$610
1/2 Page	4 Color	\$990	\$915	\$865
	2 Color	\$715	\$645	\$580
	Black/White	\$550	\$475	\$420
1/3 Page	4 Color	\$895	\$820	\$770
	2 Color	\$610	\$545	\$490
	Black/White	\$450	\$375	\$325
1/4 Page	4 Color	\$835	\$790	\$725
	2 Color	\$555	\$505	\$445
	Black/White	\$390	\$340	\$280
1/6 Page	2 Color	\$450	\$400	\$385
	Black/White	\$275	\$245	\$220
1/12 Page	Black/White	\$180	\$155	\$145



## Circulation

*The Iowa Lawyer* is sent to all members of The Iowa State Bar Association and legal students in the state. Circulation — 8,000.

## Editorial

The Iowa State Bar Association is responsible for editorial content. For information on monthly content, contact the association at 515-243-3179.

## Publication Schedule

*The Iowa Lawyer* is published monthly.

Issue	Space Closes	Material Due	Mailing Date
January	Dec. 1	Dec. 15	Jan. 2
February	Jan. 2	Jan. 15	Feb. 1
March	Feb. 1	Feb. 15	Mar. 1
April	Mar. 1	Mar. 15	April 1
May	April 1	April 15	May 1
June	May 1	May 15	June 1
July	June 1	June 15	July 1
August	July 1	July 15	Aug. 1
September	Aug. 1	Aug. 15	Sept. 1
October	Sept. 1	Sept. 15	Oct. 1
November	Oct. 1	Oct. 15	Nov. 1
December	Nov. 1	Nov. 15	Dec. 1

## Prime Positions

Inside Front Cover	\$1365
Inside Back Cover	\$1365
Outside Back Cover	\$1575

Prime Position rates are 4 Color  
Discount 10% for more than 3 preferred position insertion.

## Classified Advertising

**ISBA members** — Two months free; \$75/month per 100 words thereafter.

**Non members** — \$110 per 100 words.

Classified Ads must be paid for in advance of publication.

