

# GEORGIA BAR JOURNAL



R a t e C a r d

Managing Editor/Director Jennifer Mason

Assistant Director Stephanie Wilson

Communications Coordinator Ashley Stollar

Administrative Assistant Jada Pettus

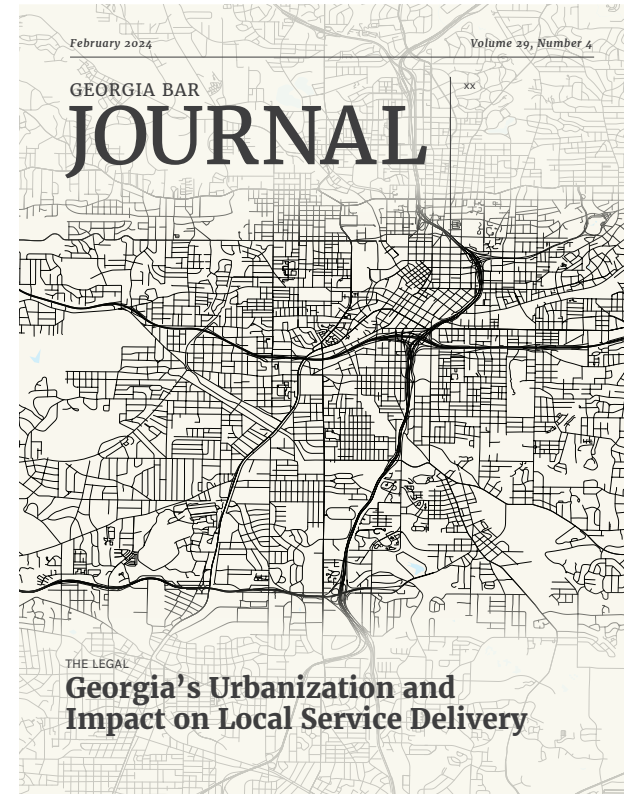
# The Georgia Bar Journal

Georgia lawyers read, study, clip and file the *Georgia Bar Journal*.

Advertisers are discovering a fact well known to Georgia lawyers. If you have something to communicate to the lawyers in the state, be sure that it is published in the *Georgia Bar Journal*.

Circulation and readership are at an all-time high. The reason? The *Georgia Bar Journal* is edited for the changing legal profession. Editorial content is carefully balanced with news, scholarly legal articles, practical “how to” stories and historical readings of significant State Bar of Georgia events. Most issues are permanently retained as authoritative reference material.

Your advertising dollars in the *Georgia Bar Journal* are an efficient advertising investment. Not only does your message have long life, but the cost per thousand is extremely low. Based on the full-page, one-time black and white rate of \$1,839, your cost per reader is only approximately five cents!



## Journal Year Timeline

### FEBRUARY 2025

**Materials Deadline: Dec. 6, 2024**

- Lawyer-Legislators in Georgia
- Local and Voluntary Bar Activities Awards Call for Entries

### MAY 2025

**Materials Deadline: March 7, 2025**

- Annual Meeting Information
- Fiction Writing Competition Winner (feature article)
- State Bar of Georgia Pro Bono Honor Roll
- Legislative Wrap-Up

### AUGUST 2025

**Materials Deadline: June 13, 2025**

- Incoming State Bar President (cover story)
- Annual Meeting in Review
- State of the Bar Speech
- State Bar of Georgia Election Results
- State Bar of Georgia Elections Schedule

### NOVEMBER 2025

**Materials Deadline: Sept. 12, 2025**

- Fiction Writing Competition Call for Entries
- Georgia Bar Foundation Grants
- Board of Governors Expiring Terms Notice

### CONTACT

ASHLEY STOLLAR  
404.527.8792 | ASHLEYS@GABAR.ORG

## Georgia Bar Journal By the Numbers

**32,000**  
circulation

- The only publication reaching all of Georgia's legal population and schools.
- Main marketing tool for the State Bar of Georgia's programs, services, meetings and special events.
- Official publication for announcing changes that affect the practice of law in Georgia.
- Published four times per year.
- Sixteen editorial departments in each issue.
- Display and classified advertising available.
- Enhanced digital version distributed on website and social media for greater reach.

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demographics

THE STATE BAR OF  
GEORGIA IS THE 6TH  
LARGEST BAR IN THE  
COUNTRY WITH:

**55,127**  
TOTAL BAR MEMBERS



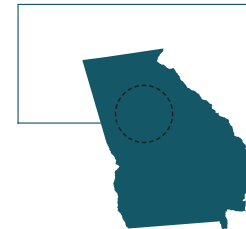
15%  
OF THE BAR  
IS UNDER THE  
AGE OF 36



41% OF  
THE BAR  
IS FEMALE

**54%**

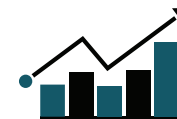
OF BAR MEMBERS  
WORK IN THE FIVE COUNTY  
METRO-ATLANTA AREA



24%  
OF ALL BAR  
MEMBERS RESIDE  
OUT-OF-STATE



20%  
OF YOUNG  
LAWYERS RESIDE  
OUT-OF-STATE



**40% OVERALL GROWTH  
FROM 2007 TO 2019**
















ANTICIPATED GROWTH OF 1,500 NEW MEMBERS PER YEAR.

Advertising Rates

Advertisers will be protected at their contracted rates for the duration of their contracts. Advertisers will be short-rate billed if the contract rate has not been earned up to the date of cancellation. Please review the “Cancellations” clause of the advertising contract for details. Cancellations are not accepted after published closing dates.

All first-time advertisers must make prepayment for the first insertion at the time advertising materials are submitted. All accounts are due and payable within 30 days of invoice date. All ads are accepted on a first-come, first-served basis only.

No Position Preference Prices (\$)

Unit	Color	1X	2X	4X	8X	Dimensions		
Full Page	BW	1894	1729	1605	1440	7.125" x 9.875"		
	4C	3037	2769	2573	2306			
Two-Thirds	BW	1574	1420	1276	1152	v: 4.75" x 9.875"		
	4C	2512	2275	2048	1852	h: 7.125" x 6.5"		
One-Half	BW	1234	1142	1028	946	v: 3.5" x 9.875"		
	4C	1976	1822	1646	1523	h: 7.125" x 4.875"		
One-Third	BW	1111	1018	925	843	v: 2.375" x 9.875"		
	4C	1780	1626	1482	1348	h: 7.125" x 3.25"		
One-Fourth	BW	987	905	822	740	v: 3.5" x 4.975"		
	4C	1585	1451	1317	1193	h: 7.125" x 2.375"		
One-Sixth	BW	658	606	534	452	v: 2.375" x 4.75"		
	4C	1059	967	864	730	h: 4.75" x 2.375"		
One-Twelfth	BW	410	380	328	297	2.25" x 2.375"		
	4C	658	606	534	472			

# Advertising Rates

Preferred Position Prices (\$) Full-Page Ad Only

Unit	Color	1X	2X	4X	8X
Inside Front	BW	3222	2934	2687	2440
	4C	5148	4685	4294	3892
First Page	BW	2893	2646	2398	2192
	4C	4623	4232	3830	3500
Inside Back Cover	BW	3222	2934	2687	2440
	4C	5148	4685	4294	3892
Back Cover (4C only)	4C	7796	7136	6477	5880

## Multiple-Page Spreads

Single-page cost times number of pages

## Inserts

Inserts are offered in the *Journal*. Pricing on inserts can be discussed on an individual basis. Contact Ashley Stollar for additional information.

## Classifieds

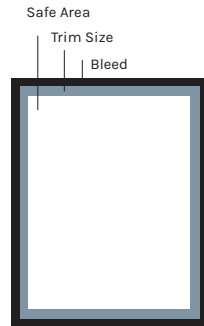
Classified advertising is available for \$75 for 50 or fewer words. Additional words are \$2 each. Payment must accompany all orders.

All ads are accepted on a first-come, first-served basis only. Cancellations or corrections must be made in writing no later than 10 working days after the published deadlines. If cancellations are not received within that 10-day period, you will not be reimbursed for that ad.

## Discounts

A 15% discount is given to recognized advertising agencies. The *Georgia Bar Journal* reserves the right to request a tax identification number for verification. *Discount applies to display advertising only.*

## Art Specifications & Policies



**Page Size**  
8.375" x 10.875"

**Image Area**  
7.125" x 9.875"

**Bleed Size**  
8.5" x 11.375"

**Printing**  
Direct to Plate

**Binding**  
Perfect

### Column widths:

3.5" in two-column format; 2.375" in three-column format

### Double page spread:

Non-bleed, 14.25" x 9.875"; Bleed, 17" x 11.375"

### Post cards and inserts

Must have 3" flap. Flap must be scored or perforated and folded on top of copy.

### Submitting ad

All artwork must be submitted electronically. Preferred format for artwork being submitted is a high-res PDF file. If a PDF is provided, all fonts and art must be embedded. Other acceptable formats include InDesign (PC preferred) with all fonts and graphics, TIF or EPS with a resolution of 300 dpi or higher. All ads must be CMYK or grayscale. RGB is not acceptable.

### Copy regulations

The subject matter, form, size, wording, illustrations and typography of all advertising is subject to the approval of the publisher.

### Cancellations

Cancellations or corrections on all display ads must be made in writing and, if necessary, a new ad must be submitted no later than 10 working days after the materials deadline. If the cancellation is made after the 10-day period, the advertiser may be subjected to a cancellation penalty. Please review the "Cancellations" clause in the advertising contract for details.

### State Bar of Georgia Advertising & Mailing Label Policy

The State Bar of Georgia reserves the absolute right to reject at any time, with or without cause:

- (a) any advertisement, for any of its publications or communications whether electronic or print; and
- (b) any request to purchase or obtain mailing labels.

The decision of the president, upon consultation with and agreement by any two from among the president-elect, immediate past president, executive director, general counsel or editor-in-chief of the *Georgia Bar Journal*, shall be final regarding the acceptance or rejection of any advertisement and any sale or offer of mailing labels.

The State Bar of Georgia, its staff, employees, officers and volunteers shall not be liable for damages of any kind for the decision to reject any advertisement or for the refusal to sell mailing labels to any person or entity.

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