

MissouriLawyers

EXPERTLY FOCUSED. WIDELY ACCLAIMED. MEDIA



MEDIA KIT 2023

Covering Missouri's Legal and Business Community

MissouriLawyers
WEEKLY

molawyersmedia.com

MLM | COUNTIES

St. Louis Daily Record • The St. Louis Countian • The Jefferson Countian
The Daily Record Kansas City • St. Charles County Business Record

Reach Missouri's best audience.

Demographics

51.2% Female **48.8%** Male

Age:

18-24 **8.5%**

25-34 **22.5%**

35-44 **17.2%**

45-54 **18%**

55-64 **17.9%**

55-64 **16%**

Practice Area

Civil Litigation **14%**

Personal Injury **11%**

Family Law **10%**

Real Estate **9%**

Criminal Law **7%**

Gov't/Educ/Public Sector/Pro-Bono **7%**

Elder Law/Trust & Estates **6%**

Insurance **5%**

Employment Law **4%**

Business/Tax/International Law **4%**

Other **23%**

Practice Area

Partner **55%**

Associate **2%**

General Counsel **3%**

Corporate Legal Department **3%**

Public Service (covers judges, government lawyers and legal services) **10%**

Support Staff in the Legal Field **7%**

Not in the legal field **3%**

Social Media

2,398 Twitter Followers

1,915 Facebook Followers

1,429 LinkedIn Followers

Platform

62.5% Desktop Users

35.9% Mobile Users

1.6% Tablet Users

Average Monthly Audience Engagement

36,035 Average monthly page views

21,762 Unique visitors

28.8% Daily Alert open rate

10% Click-to-Open Rate

7,520 Page views from email alerts

Source: Google Analytics 11/2022



MissouriLawyers WEEKLY



We Deliver Impact with Missouri's Legal Industry

To connect with leaders in the legal industry, you need to market with Missouri Lawyers Weekly. For years, it has been the place leaders turn for news and insights about how to succeed in the constantly evolving industry. Partnering with Missouri Lawyers Weekly gives you many powerful ways to reach the right audience and make a difference.

Connect with **Law Firms, Legal Services, Banking Institutions, Insurance Companies, and more.**

Reach **Attorneys and executives in high influence firms across the state.**

Do business with **decision-makers: 67% of our audience are decision-makers in their organization.**

Influence leaders throughout their professional lives.

 Digital Display Ads

 Print Advertising

 Social Advertising

 Email Campaigns

 Sponsored Content

 Paid Search

 Webinars/Custom Events

 SEO



Part of BridgeTower Media:
Leading media company focused
on motivating key decision-makers:



Home
Furnishings



Construction
Industry



Business
Leaders

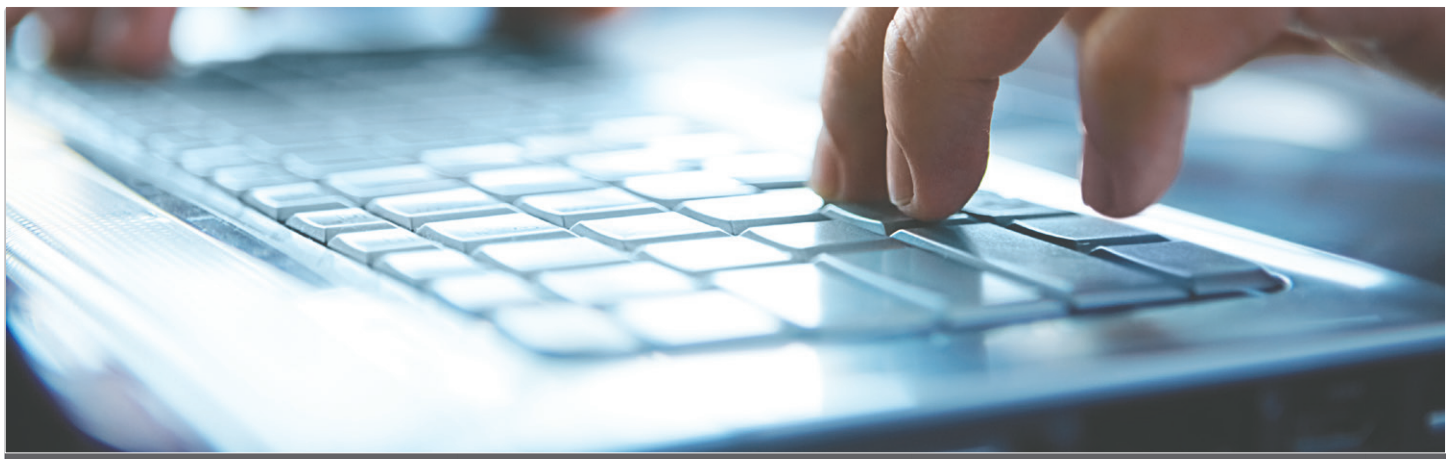


Legal
Professionals



Employee
Engagement

2023 Digital Advertising Rates



Homepage

SIZE	W X H	1X	3X	6X	12X
Leaderboard	728 x 90 pixels	\$1,850	\$1,750	\$1,540	\$1,285
Medium Rectangle	300 x 250 pixels	\$1,500	\$1,390	\$1,195	\$1,105
Welcome Ad	600 x 450 pixels	\$1,400/day			

Daily Email Alert Rates

Position	Size	1x	3x	6x	12x
Full Banner (top leaderboard) - A	468 x 60	\$1,400	\$1,180	\$1,015	\$850
Display Banner (square) - B + C + D	180 x 150	\$1,105	\$1,020	\$875	\$735

Rates are a net monthly investment.

Includes a minimum of five alert updates per week (Monday through Friday)

Sizes are in pixels. Copy format requirements: tif, jpeg, png, gif

Co-Branded Email Rates

\$140 cpm for targeted attorney list. 15% discount after your first co-branded email

\$75 cpm for business and attorney list. 15% discount after your first co-branded email.

2023 Power List Rates

Show your POWER!

Missouri Lawyers Media's POWER LIST series feature Missouri movers and shakers in vital areas of law. The editorial staff of Missouri Lawyers Media will apply stringent criteria to identify the most powerful attorneys in a specific practice area. These select few will be honored with a profile presented in both print and online.

Topic Schedule:

Jan	Lawyer-Lobbyists
Feb	Appellate
March	Health Care
April	Tax
May	Business Defense
June	Personal Injury
July	Employment
Aug	Commercial/Consumer Litigation
Sept	White Collar Defense
Oct	Family Law
Nov	Environmental
Dec	IP



Let 'em know!

For \$150, selected attorneys may purchase the exclusive right to use our "brag badge" in all of their marketing!

PACKAGE A:

Digital ad/Power Page 12 months - on website - 300x250	\$3,500
Full Page/Full Color ad in Special Section	
Digital logo in Email Announcing POWER List	
Social Media Post Announcing Chosen Attorney	
POWER List logo/badge	

PACKAGE B:

Half Page, color ad in Special Section	\$2,750
Digital logo in Email Announcing POWER List	
Social Media Post Announcing Attorney Chosen	
POWER List logo/badge	

PACKAGE C:

Quarter page, black and white ad in Special Section - add color for \$250	\$2,350
Digital logo in Email Announcing POWER List	
Social Media Post Announcing Attorney Chosen	

Thought Leadership Opportunities

Thought Leadership Opportunities position your company as an industry expert providing content through various mediums that can impact the business community and grow your own business.

Some thought leadership options include:

Round Tables

A panel of experts on a topic of your choice will engage in a lively, no-holds-barred discussion moderated by Missouri Lawyers Media.

Sponsored Content

Missouri Lawyers Media's staff and designers will help you tell your story. Sponsored content will appear online and in print alongside premium news content.

Custom Publishing

Delivering meaningful copy in a professionally designed print or online publication is a great way to keep current clients engaged and attract new business. Event programs, ongoing publications, newsletters and other formats are available.

Webinars

Demonstrate your expertise in the topic of your choice and promote your brand to our database of up to over 10,000 lawyers and business professionals. At the conclusion of the webinar, you will receive the full list of registrants and attendees.

Join us for the 2021
**CORPORATE COUNSEL
ROUND TABLE**
ST. LOUIS

A high-level and freewheeling conversation about career, management style and the future of the legal services industry from the client's perspective.

Four Seasons - St. Louis
Thursday, November 11
5:30 p.m. - 6:30 p.m. Panel Discussion | 6:30 p.m. Networking Reception

Individual Tickets: \$25

Ticket Includes:
Admission to the Event | 1.2 CLE Credits | Cocktails & Hors D'oeuvres

For more information on the event, please visit:
<https://molewysersmedia.com/STLRoundtable>

If you have any questions or would like to be added to our contact list for future events, please contact Johnny Aguirre at 314.668.3267 or jaguirre@molewysersmedia.com

HOSTED BY **Missouri Lawyers Media** SPONSORED BY **HUSCH BLACKWELL**
ST. LOUIS

Confirmed Panelists:

Danielle Cherney
Director,
Associate General Counsel,
Spire

Carol Davidson
Assistant General Counsel
SSM Health

Lisa Green
General Counsel
HOK.

Philip R. Kirkpatrick
Regional General Counsel,
North America, Rabobank

Kim Taylor
General Counsel
Inno's Pizza

Carrie A. Wisberg
CCO & Counsel
Moloney Securities



2021 LEGISLATIVE SESSION
HOW WILL IT AFFECT YOUR PRACTICE?
Missouri's attorney-legislators and officeholders discuss the upcoming session and how it may impact the legal profession

MODERATORS:

PANELISTS:

Legislative Legal Landscape - a panel discussion, including Q&A, on what to expect from Jefferson City in 2021.



JAN. 14 | 4 - 6 P.M.
VIRTUAL EVENT

Ticket Info: \$25 for BAMS and ACC members | \$30 for non-members
CLE 2 hours

Register Today: www.bamsl.org/LegalLandscape2021

HOSTED BY: **Missouri Lawyers Media** PRESENTING SPONSOR: **HUSCH BLACKWELL**

Special Publications

Special Publications	Description	Publish Date
	Missouri Lawyers Media introduces its POWER series. These issues will feature Missouri movers and shakers in vital areas of law. Missouri Lawyers Media will profile each of these attorneys in Missouri Lawyers Weekly and on molawyersmedia.com.	Publishes once a month the second Wednesday of each month
	The directory lists all registered lobbyists in Missouri. It is direct mailed to Corporate Counsel and Missouri Legislature across the state. Additional copies are available for purchase. Inquire about display and enhanced listing rates.	January 23
	The New Partners is an annual roundup of attorneys who made partner at Missouri Law Firms in 2020. Advertise in this widely read issue of Missouri Lawyers Weekly, distributed to subscribers cross the state of Missouri.	February 8
	Missouri In-House magazine is a powerful way to get your firm in front of prospective corporate clients. The content will focus on what In-House Counsel want to read to better help them in their position. Reserve your space today!	March June September December
	The Reader Rankings awards celebrates the top Missouri businesses organizations, legal services, people and more that YOU think deserve to be named the best!	May 10
	Missouri Lawyers Weekly takes a comprehensive look at Missouri's top law firms. The magazine includes our exclusive rankings and in-depth look at the finances of the top-grossing firms.	June 14
	The Unsung Legal heroes honors the law firm employees who have consistently gone above and beyond the call of duty, often behind the scenes. This award is reserved for the state's most talented and dedicated legal support professionals.	July 12
MILESTONES	Missouri Lawyers Media will be printing a commemorative section to help recognize those companies who are celebrating milestone anniversaries.	September 13
Billing Rates	Billing Rates is an annual survey of the hourly rates charged by Missouri attorneys. Drawn from court records and other sources, Billing Rates is frequently cited by lawyers and judges in cases where attorneys' fees are awarded.	November 8
	Each month, Missouri Lawyers Media honors the state's most powerful attorneys in their respective practice areas, from appellate to white collar defense. At the end of the year, our editorial team reviewed hundreds of Power profiles published in the previous 12 months to find the cream of the crop — the Top 100 attorneys in Missouri and bordering metro areas.	December 13
	Missouri's law firms range from solo operations to globe-spanning powerhouses. Missouri Lawyers Media highlights 20 firms whose unique profiles and exceptional work make them stand out.	December 13

For Rates Please Call 314-558-3257 or Email jaguire@molawyersmedia.com

2023 Events

Make a connection, make an impression: Our signature events give you the opportunity to get your brand, your message and your people to get in front of the state's top professionals and decision-makers.

Awards Events	Description	Event Date
	<p>A prestigious networking reception and luncheon honoring lawyers, judges and law firms selected for their outstanding accomplishments throughout the year. More than 250 members of the legal community join us to recognize the year's winningest trial and appellate lawyers, law firm innovators and more, capped off with a tribute to Missouri Lawyers Weekly's Lawyer of the Year.</p>	<p>February 9</p>
	<p>One of the biggest nights of the year in the Missouri legal community, now in its 21st year. This elegant evening of networking draws a capacity crowd of 400 and culminates in an awards celebration for Missouri's leading women professionals, including our Woman of the Year — the highest honor of the night.</p>	<p>May 25</p>
	<p>The ICON Honors Awards recognize Missouri lawyers 60 and older for their notable success and demonstration of strong leadership both within and outside of their chosen field.</p>	<p>June 15</p>
	<p>The Diversity and Inclusion Awards honor those in the legal profession who go above and beyond in their efforts to create a more diverse and inclusionary community</p>	<p>August 10</p>
	<p>Take a high profile at a high-energy event. Up & Coming salutes Missouri's early-career lawyers-on-the-march. This 300-attendee event draws next-generation legal stars, their friends and colleagues, the growing network of past recipients and other prominent members of the legal community.</p>	<p>October 12</p>
	<p>This panel discussion, followed by a cocktail reception, features corporate general counsel from the region's top companies in a frank and freewheeling conversation about the business of law, law firm marketing and the future of the legal services industry.</p>	<p>October 19</p>
	<p>Missouri Lawyers Media recognizes Missouri's in-house counsel at all levels who, among other things, navigate complicated contract negotiations, defend their companies in high-stakes litigation and defend their organizations' most important assets.</p>	<p>November 9</p>

For Deadlines/Rates Please Call 314-558-3257 or Email jaguirre@molawyersmedia.com

2023 Print Everywhere

Rates can be used across all Missouri Lawyers Media print products

Print Everywhere	1x	2x	4x	6x	12x
Full Page	\$2,925	\$2,250	\$2,000	\$1,775	\$1,515
2/3 Page	\$2,775	\$2,050	\$1,765	\$1,595	\$1,330
Half Page	\$2,180	\$1,805	\$1,475	\$1,395	\$1,130
1/3 Page	\$1,525	\$1,345	\$1,175	\$1,070	\$910

Rates are per advertisement, per insertion

Each ad will include being placed online for seven days, Hyper Link to clients website included in all display ads, professional announcements will also include a co-branded email of ad.

Guaranteed Placement: earned frequency rate + 15%

*Association/Non-profit rate is our 6x rate above

All rates are net. Ad placement and copy deadline is 12 business days prior to publication.

Pre-Printed Inserts

Free-standing promotional pieces that allow advertisers to stand out with readers.

	1x	3x	6x	12x
Full Run (all sizes 8.5 x 11 and smaller):	\$790	\$765	\$710	\$630

Rate is per insertion. Production not included.

Classified ads, Employment, Real Estate (residential & commercial)

\$1,207 - includes ad in publication, included in email once a week for four weeks, ad appears daily on website for one month.

\$805 - includes ad in publication, included in email for one week. ad appears on our website for one week

Ads will appear in Missouri Lawyers Weekly, St. Louis Daily Record, The Countian St. Louis, St. Charles County Business Record, The Countian Jefferson, The Daily Record Kansas City/ Independence and online.

All rates are net.

Lawyer to Lawyer, Litigation Support, Expert, ADR

12 months	6 months	3 months
\$245 Per Month	\$380 Per Month	\$515 Per Month

Ads will appear in Missouri Lawyers Weekly, St. Louis Daily Record, The Countian St. Louis, St. Charles County Business Record, The Countian Jefferson, The Daily Record Kansas City/ Independence.

2023 Public Notice & Legal Advertising

Public Notice and Legal Advertising performs the essential function of announcing impending government action or legal obligations on businesses or citizens. All Public Notice and Legal Advertising will appear in the newspaper at molawyersmedia.com. Missouri Lawyers Media subscribes to standards outlined by both American Court and Commercial Newspaper, Inc. and the National Newspaper Association. These standards encourage newspapers of general circulation throughout the United States to publish Public Notices and Legal Advertising in an organized, visible and prominent manner in readable, clear typefaces with easily readable formats. Deviation from these formats and typefaces are not permitted.

Contact Karie Clark at
kclark@molawyersmedia.com



MissouriLawyers WEEKLY

Publishers Statement: All advertising accepted subject to approval by publisher. Advertiser and his agency will indemnify, defend and hold harmless from any claim and all loss, expense or liability arising out of the publication of any advertising copy.

Payment Policy: Payment in advance is required unless credit has been established. We accept Master Card, Visa and American Express.

THE DAILY RECORD KANSAS CITY RATES

	Flat Rate*	Line Rate*	Insertions
BIDS			
<i>Bids</i>		\$1.13/line	
GOVERNMENT			
<i>Financial Statement</i>		\$1.16/line	
<i>Hearings & Minutes</i>		\$1.16/line	
<i>Other Government</i>		\$1.16/line	
INDIVIDUAL			
<i>Adoption</i>	\$85		4
<i>Dissolution of Marriage</i>	\$80		4
<i>Name Change</i>	\$43		3
<i>Order of Publication</i>	\$85		4
PROBATE			
<i>Determine Heirs</i>	\$81		4
<i>Small Estate</i>	\$56		2
<i>Notice to Creditors for Trust</i>		\$2.13/line	4
<i>Other Probate</i>	\$71		4
PERSONAL PROPERTY			
<i>Storage Auction</i>		\$0.70/line	
REAL ESTATE			
<i>Condemnation</i>		\$1.13/line	3
<i>Court Administrator's Sale</i>	\$300		5
<i>Quiet Title</i>		\$0.70/line	4
<i>Trustee's Sale</i>	\$300		21
BUSINESS			
<i>Dissolution of Corp.</i>	\$50 (Fee waived if publish in MLW)		1
<i>Other Business</i>		\$1.13/line	
MISSOURI LAWYERS WEEKLY -		Statewide Publication	
<i>Dissolution of Corp.</i>	\$200		1

*Flat Rates include all insertions

*Line Rates must be multiplied by the number of insertions to determine total charge.

For more details, call us at (816) 931-2002

2023 Public Notice & Legal Advertising

Public Notice and Legal Advertising performs the essential function of announcing impending government action or legal obligations on businesses or citizens. All Public Notice and Legal Advertising will appear in the newspaper at molawyersmedia.com. Missouri Lawyers Media subscribes to standards outlined by both American Court and Commercial Newspaper, Inc. and the National Newspaper Association. These standards encourage newspapers of general circulation throughout the United States to publish Public Notices and Legal Advertising in an organized, visible and prominent manner in readable, clear typefaces with easily readable formats. Deviation from these formats and typefaces are not permitted.

**Contact Karie Clark at
kclark@molawyersmedia.com**



MissouriLawyers
WEEKLY

Publishers Statement: All advertising accepted subject to approval by publisher. Advertiser and his agency will indemnify, defend and hold harmless from any claim and all loss, expense or liability arising out of the publication of any advertising copy.

Payment Policy: Payment in advance is required unless credit has been established. We accept Master Card, Visa and American Express.

ST. LOUIS CITY RATES			
	Flat Rate*	Line Rate*	Insertions
BIDS			
<i>Bids</i>		\$1.43/line	
GOVERNMENT			
<i>Election Notice</i>		\$1.03/line	
<i>Financial Statement</i>		\$0.86/line	
<i>Hearings & Minutes</i>		\$1.43/line	
<i>Other Government</i>		\$1.43/line	
INDIVIDUAL			
<i>Adoption</i>	\$85		4
<i>Dissolution of Marriage</i>	\$85		4
<i>Name Change</i>	\$42		3
<i>Notice to Creditors</i>	\$75		4
<i>Order of Publication</i>	\$95		4
PROBATE			
<i>Small Estate</i>	\$51		2
<i>Other Probate</i>	\$76		4
PERSONAL PROPERTY			
<i>Storage Auction</i>		\$1.00/line	
REAL ESTATE			
<i>Condemnation</i>		\$1.00/line	3
<i>Quiet Title</i>		\$1.00/line	4
<i>Sheriff's Sale</i>	\$500		31
<i>Trustee's Sale</i>		\$0.65/line	21
BUSINESS			
<i>Dissolution of Corp.</i>	\$50 (Fee waived if publish in MLW)		1
<i>Other Business</i>		\$1.40/line	
MISSOURI LAWYERS WEEKLY -		Statewide Publication	
<i>Dissolution of Corp.</i>	\$200		1

*Flat Rates include all insertions

*Line Rates must be multiplied by the number of insertions to determine total charge.

For more details, call us at (816) 931-2002

2023 Public Notice & Legal Advertising

INDEPENDENCE RATES

	Flat Rate*	Line Rate*	Insertions
BIDS			
<i>Bids</i>		\$1.13/line	
GOVERNMENT			
<i>Financial Statement</i>		\$1.16/line	
<i>Hearings & Minutes</i>		\$1.16/line	
<i>Other Government</i>		\$1.16/line	
INDIVIDUAL			
<i>Adoption</i>	\$85		4
<i>Dissolution of Marriage</i>	\$80		4
<i>Name Change</i>	\$42		3
<i>Order of Publication</i>	\$85		4
PROBATE			
<i>Determine Heirs</i>	\$81		4
<i>Small Estate</i>	\$55		2
<i>Notice to Creditors for Trust</i>		\$2.13/line	4
<i>Other Probate</i>	\$71		4
PERSONAL PROPERTY			
<i>Storage Auction</i>		\$0.70/line	
REAL ESTATE			
<i>Condemnation</i>		\$1.13/line	3
<i>Court Administrator's Sale</i>	\$300		5
<i>Quiet Title</i>		\$0.70/line	4
<i>Trustee's Sale</i>	\$300		21
BUSINESS			
<i>Dissolution of Corp.</i>	\$50 (Fee waived if publish in MLW)		1
<i>Other Business</i>		\$1.13/line	
MISSOURI LAWYERS WEEKLY - Statewide Publication			
<i>Dissolution of Corp.</i>	\$200		1

ST. CHARLES COUNTY BUSINESS RECORD RATES

	Flat Rate*	Line Rate*	Insertions
BIDS			
<i>Bids</i>		\$1.70/line	
GOVERNMENT			
<i>Financial Statement</i>		\$1.73/line	
<i>Hearings & Minutes</i>			
<i>Other Government</i>		\$1.73/line	
INDIVIDUAL			
<i>Adoption</i>	\$100		4
<i>Dissolution of Marriage</i>	\$85		4
<i>Name Change</i>	\$42		3
<i>Order of Publication</i>	\$100		4
PROBATE			
<i>Determine Heirs</i>	\$76		4
<i>Small Estate</i>	\$51		2
<i>Notice to Creditors</i>	\$76		4
<i>Other Probate</i>	\$76		4
PERSONAL PROPERTY			
<i>Storage Auction</i>		\$1.70/line	
REAL ESTATE			
<i>Condemnation</i>		\$1.00/line	3
<i>Quiet Title</i>	\$100		4
<i>Sheriff's Title</i>	\$500		4
<i>Trustee's Sale</i>	\$475 (add'l charge over 7 inches)		21
BUSINESS			
<i>Dissolution of Corp.</i>	\$50 (Fee waived if publish in MLW)		1
<i>Other Business</i>		\$1.70/line	
MISSOURI LAWYERS WEEKLY - Statewide Publication			
<i>Dissolution of Corp.</i>	\$200		1

*Flat Rates include all insertions

*Line Rates must be multiplied by the number of insertions to determine total charge.

For more details, call us at (816) 254-4216

*Flat Rates include all insertions

*Line Rates must be multiplied by the number of insertions to determine total charge.

For more details, call us at (636) 949-6928

2023 Public Notice & Legal Advertising

THE ST. LOUIS COUNTIAN RATES

	Flat Rate*	Line Rate*	Insertions
BIDS			
<i>Bids</i>		\$1.40/line	
GOVERNMENT			
<i>Financial Statement</i>		\$0.86/line	
<i>Hearings & Minutes</i>		\$1.19/line	
<i>Other Government</i>		\$1.19/line	
INDIVIDUAL			
<i>Adoption</i>	\$85		4
<i>Dissolution of Marriage</i>	\$85		4
<i>Name Change</i>	\$42		3
<i>Notice to Creditors</i>	\$75		4
<i>Order of Publication</i>	\$95		4
PROBATE			
<i>Determine Heirs</i>	\$96		4
<i>Notice of Letters</i>	\$69		4
<i>Small Estate</i>	\$51		2
<i>Other Probate</i>	\$76		4
PERSONAL PROPERTY			
<i>Storage Auction</i>		\$1.00/line	
REAL ESTATE			
Condemnation		\$1.00/line	3
Quiet Title		\$1.00/line	4
Sheriff's Title	\$500		4
Trustee's Sale		\$0.65/line	21
BUSINESS			
<i>Dissolution of Corp.</i>	\$50 (Fee waived if publish in MLW)		1
<i>Other Business</i>		\$1.40/line	
MISSOURI LAWYERS WEEKLY -	Statewide		
	Publication		
<i>Dissolution of Corp.</i>	\$200		1

THE JEFFERSON COUNTIAN RATES

	Flat Rate*	Line Rate*	Insertions
BIDS			
<i>Bids</i>		\$0.70/line	
GOVERNMENT			
<i>Election Notice</i>		\$1.03/line	
<i>Financial Statement</i>		\$0.78/line	
<i>Hearings & Minutes</i>		\$0.78/line	
<i>Other Government</i>		\$0.78/line	
INDIVIDUAL			
<i>Adoption</i>	\$60		4
<i>Dissolution of Marriage</i>	\$60		4
<i>Name Change</i>	\$42		3
<i>Notice to Creditors</i>	\$60		4
<i>Order of Publication</i>	\$60		4
PROBATE			
<i>Determine Heirs</i>	\$61		4
<i>Small Estate</i>	\$41		2
<i>Other Probate</i>	\$61		4
PERSONAL PROPERTY			
<i>Storage Auction</i>		\$0.75/line	
REAL ESTATE			
Condemnation		\$1.00/line	3
Quiet Title		\$0.70/line	4
Sheriff's Sale	\$400		4
Trustee's Sale	\$400		4
BUSINESS			
<i>Dissolution of Corp.</i>	\$50 (Fee waived if publish in MLW)		1
<i>Other Business</i>		\$0.75/line	
MISSOURI LAWYERS WEEKLY -	Statewide		
	Publication		
<i>Dissolution of Corp.</i>	\$200		1

*Flat Rates include all insertions

*Line Rates must be multiplied by the number of insertions to determine total charge.

For more details, call us at (314) 558-3293

*Flat Rates include all insertions

*Line Rates must be multiplied by the number of insertions to determine total charge.

For more details, call us at (636) 789-5853

Reprints

Showcase your accomplishments

Reprints of Missouri Lawyers Weekly articles, news items and Verdicts & Settlements can add depth and style to your marketing program. Reprints are highly effective when you use them to:

- Enhance marketing packages and press kits.
- Provide practice-specialty literature.
- Develop direct mail and email campaigns.
- Present information at conferences and seminars.
- Provide instant access to articles on your website.

Pages are 8.5" x 11"

1 or 2 pages	QTY	B/W	Color
	200	\$350	\$595
	500	\$450	\$695
	1,000	\$600	\$845
	2,000	\$750	\$995

3 or 4 pages	QTY	B/W	Color
	200	\$525	\$770
	500	\$675	\$920
	1,000	\$900	\$1,145
	2,000	\$1,125	\$1,370

Frameable reprints

Reprints are produced on glossy stock, in black & white or color. Our staff will work with you to customize your reprint with your company logo or photograph.

Frame Size	Price includes S&H
8.5" x 11"	\$175
11" x 17"	\$200



Digital photos

The photos featured in Missouri Lawyers Media publications are available for purchase in a digital copy. With the purchase of the digital photo, you can incorporate the image into all of your marketing needs.

Digital photo: \$50

PDFs

Missouri Lawyers Weekly offers this versatile option that may be posted on your website, sent out in emails or used to print your own hard copies. The one-time fee means you never have to renew your order.

Flat rate: \$495

Plaque

Deluxe black plaque with your choice of black, gold or silver bevel and gold or silver trim.

Plaque Size	Price includes S&H
11.5" x 14"	\$370
14" x 20"	\$425

(Rates do not include shipping, handling and tax. Plaques require 6 to 8 weeks for delivery. Alternate size available upon request; prices will vary.)

Technical Information

SIZE	W X H
Full	7.75" x 10.25"
1/2 Horizontal	7.25" x 4.625"
1/2 Vertical	4.625" x 7"
2/3 Vertical	4.625" x 9.75"
1/3 Vertical	2.25" x 9.75"
1/3 Square	4.625" x 4.625"

MECHANICAL DATA

Trim Size: 8.25" x 10.75"

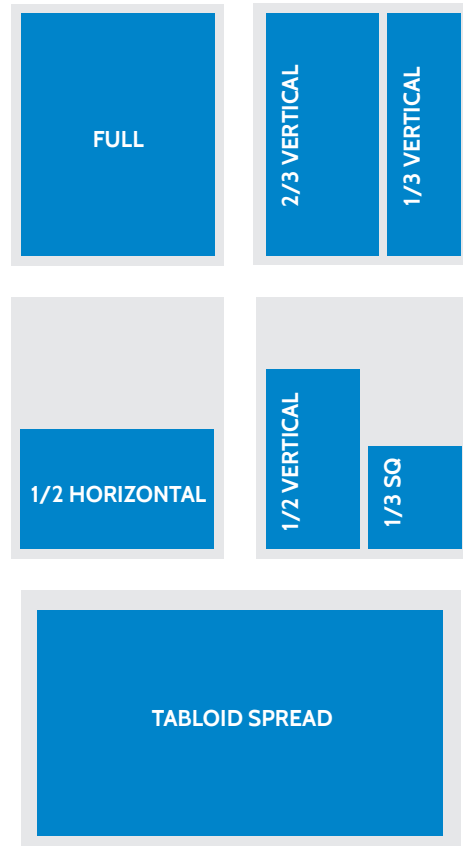
Printable Area: 7.75" x 10.25"

Binding: Fold

Method of Printing: Offset full run

Halftone Screen Requirements:

85 line screen preferred; 100 maximum
240 maximum density



Digital Ad Specifications

PDF files are preferred. All fonts embedded or outlined. If sending other than PDF, either QuarkXPress or InDesign are acceptable with all images and fonts included. Must provide all screen and printer fonts. Images must be at 100 line screen, at least 200 dpi; TIF format for black and white and EPS for color. All colors must be in CMYK mode. Macintosh format CD-Roms. Call for settings and specifications for PDF files.

Errors

Advertisers are responsible for checking the first insertion of the advertisement and notifying their Missouri Lawyers Media 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.

Issuance/Closing Dates

Missouri Lawyers Weekly is published the second Wednesday of every month, 12 times per year. Space reservations close 15 business days prior to publication at 4:00 p.m. Materials are due 10 days prior to publication. 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.

Technical Information

Files should be named uniquely and include your company name and the intended ad size.

Newsprint Specifications:

Ink limit: Optimal total area coverage for any color mix or image (C+M+Y+K) should be at or below 220%. Press dot gain is 25%.

Colors: All artwork must be CMYK. Pantone and RGB are not allowed. Black should be built as “true” black, not a mix of colors.

Images: CMYK color profile, no RGB. Resolution must be 300 dpi. Overall sharpening and lightening dark areas suggested for all images. Darker images, where image tones exceed 75% black, tend to darken on press. Please lighten areas that may print too dark.

Fonts: All fonts must be embedded. Very small or very fine type, artwork with very small or fine detailing, screened type, and background patterns may fill in on the press. We suggest no smaller than 8 point for normal text and no smaller than 12 point for reversed text.

This is 8 point text. This is 12 point text.

Format: Ads should be submitted in PDF format. Output should be X-1a:2001 and SNAP compliant. PDF Job Option file available upon request.

Digital Ad Specifications:

Colors: All artwork must be RGB.

Images: Each ad must be sized to the exact pixel dimensions of space purchased. Resolution must be 72 dpi.

Format: We accept files in PNG, JPEG or GIF format. Static ads should not exceed 40 KB file size. Animated GIFs should not exceed 150 KB.

Free Design Services available:

Need some design help? Our award-winning design team is standing by. Contact your account manager for details and deadlines.

Deadlines:

Newspaper

Space Reservation: 4:00 p.m. 15 days prior to publication.

Materials Due: Noon. 10 days prior to publication.

Employment

Noon, 10 days prior to publication, but will start on digitally that day.

MOLawyersMedia.com

One business day prior to start date.

Submission:

Files under 10MB:

Email your ad to your account manager.

Files over 10MB:

Please contact your account manager to set up a file transfer.

Notes:

Cancellations

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

Errors

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Publisher's Statement

All advertising accepted is subject to approval by the publisher. Advertiser and his agency will indemnify, defend and hold harmless from any claim and all loss, expense or liability arising out of the publication of any advertising copy.

Payment

Payment in advance is required by out-of-state customer and for ads under \$500. Credit checks are required for ads over \$5,000. We accept Visa/MC/AMEX.



MissouriLawyers

EXPERTLY FOCUSED. WIDELY ACCLAIMED. MEDIA

Contact Us

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