

## 40 Under Forty

For the past eleven years, we have honored some of the most outstanding Illinois Attorneys under the Age of 40. Law Bulletin conducts an annual survey to determine the leading Illinois attorneys who are under 40 years old and on a fast track professionally. In an effort to maintain objectivity, attorneys can not recommend themselves or attorneys at their own law firm, corporation or public entity. The 40 attorneys selected are profiled in this stand-alone special publication. Credible "who's who" publications are always very popular and well read. Do not miss this opportunity to be included in the most popular special sections we have ever published.

**PUBLICATION DATE:** September 2011

**Distribution:** 22,000 copies **Readership:** 40,000+

*This special publication is inserted in the Chicago Daily Law Bulletin, polybagged with the September 2010 Chicago Lawyer. In addition, over 1000 copies of this publication are purchased by the Honorees and distributed by them or their firms to clients or other interested parties.*

### SIZE AND FORMAT

7-1/2" x 10-5/8"

Approximately 100 pages, 4 Color glossy cover.  
4 Color body.

### TRIM SIZE

7-1/2" x 10-5/8"

### BLEED SIZE

(Full Page) 7-3/4" x 10-7/8"

### NON-BLEED SIZE

(Full Page) 6-1/2" x 9-5/8"

Mingle with This Year's  
& Past Year's Honorees

RECEPTION SPONSORS  
AVAILABLE

**CALL NOW**

### RATES

	B & W	4-Color
Cover 2 Inside Front Cover	N/A	\$4,560
Cover 3 Inside Back Cover	N/A	\$3,820
Cover 4 Back Cover	N/A	\$4,700
Center Spread	N/A	\$4,995
Page 3 Right Hand Page	N/A	\$4,610
Page 4 Left Hand Page	N/A	\$3,820
Page 5 Right Hand Page	N/A	\$4,040
Page 7 Right Hand Page	N/A	\$3,705
Page 9 Right Hand Page	N/A	\$3,705
Page 11 Right Hand Page	N/A	\$3,705
Full Page - Run of Press	\$3,000	\$3,510

### DEADLINES

Space: 07.18.11

Material: 07.25.11

### SALES CONTACTS

Michael S. Loquercio - Advertising Sales Manager • 312.644.4604 • MLoquercio@LBPC.com

Kelly Henigan - Account Manager • 312.644.4034 • KHenigan@LBPC.com

Adam Hrejsa - Account Manager • 312.644.2942 • AHrejsa@LBPC.com



## Legal Technology Update

*Distribution includes:*

- 1) Mailed directly to 270 MIS/IT Directors in law firms throughout Chicago and the metro areas
- 2) Bonus Distribution - ABA Tech Show in April 2011
- 3) Digitally sent to Corporate Counsel in the state of Illinois
- 4) Inserted with an issue of the Chicago Daily Law Bulletin.

**PUBLICATION DATE:** March 2011

Distribution: 5,000 copies    Readership: 15,000

### RATES

	B & W	4-Color
Cover 2 Inside Front Cover	N/A	\$2,750
Cover 3 Inside Back Cover	N/A	\$2,500
Cover 4 Back Cover	N/A	\$2,750
Full Page (Special position request)	N/A	\$2,450
Full Page - Run of Press	\$1,750	\$2,250

### With an ad in the Technology Guide, you reach

- Managing Partners
- MIS/IT Directors
- Corporate Counsel
- Partners
- Attorneys with purchasing power for their firms throughout the Chicago and Metro markets.

### EDITORIAL

We conduct a legal technology survey and it is the primary editorial focus. We also include articles on the latest technological trends affecting the legal profession, tips for those looking to make the most of what technology is currently available and with introductions to some new and improved technology products and services. The articles are geared towards the end user attorney who wants to know in plain English "what can this do for me".

### DEADLINES

Space: 03.07.11  
Material: 03.11.11

### SALES CONTACTS

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**LexTek**  
report

With a Full Page ad, also have your article placed onto our LexTek website!

### AD / ARTICLE / DIGITAL REACH – Marketing added value

With a Full Page, 4/color ad, you also receive the opportunity to contribute a 650 word article. We will send the digital version of the Technology Guide to 650 corporate counsel in Illinois.

### SIZE AND FORMAT

7-1/2" x 10-5/8"

Approximately 120 pages, 4 Color glossy cover.  
All Full Page.

### TRIM SIZE

7-1/2" x 10-5/8"

### BLEED SIZE

(Full Page) 7-3/4" x 10-7/8"

### NON-BLEED SIZE

(Full Page) 6-1/2" x 9-5/8"



### SIZE AND FORMAT

7-1/2" x 10-5/8"

Approximately 100 pages, 4 Color glossy cover.  
4 Color body.

### TRIM SIZE

7-1/2" x 10-5/8"

### BLEED SIZE

(Full Page) 7-3/4" x 10-7/8"

### NON-BLEED SIZE

(Full Page) 6-1/2" x 9-5/8"

### ARTICLE OPPORTUNITY Marketing added value

All Full Page advertisers receive a 750 word advertorial at no charge in Illinois Top Verdicts.

## Illinois Top Verdicts

*Independent readership surveys rank the Illinois Jury Verdicts as our most read special section. Over 25 notable defense and plaintiffs' verdicts are profiled including the attorneys and law firms involved, as well as the expert witnesses and court consultants utilized by each side. If you want to reach litigators in a publication sure to be read, this is an excellent opportunity.*

**PUBLICATION DATE:** June 2011

**Distribution:** 6,000 copies    **Readership:** 15,000

*This special publication is inserted in the Chicago Daily Law Bulletin. Bonus distribution at the law related shows attended by the Law Bulletin.*

### RATES

	B & W	4-Color
Cover 2 Inside Front Cover	N/A	\$2,900
Cover 3 Inside Back Cover	N/A	\$2,500
Cover 4 Back Cover	N/A	\$2,800
Center Spread	N/A	\$3,500
Page 3 Right Hand Page	N/A	\$2,500
Page 5 Right Hand Page (opposite of the title page)	N/A	\$2,500
Page 7 Right Hand Page (opposite of the table of contents)	N/A	\$2,350
Full Page - Run of Press	\$1,750	\$2,200

### DEADLINES

Space: 06.14.11

Material: 06.17.11

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## CLE Guide

The CLE Guidebook is a bi-annual special section focused on the Continuing Legal Education Courses offered in the Midwest. This guide offers advertisers a direct means of reaching 25,000 attorneys throughout Illinois by means of a comprehensive listing of association and law school sponsored CLE courses, speakers and meetings. CLE Guide Book will be inserted in February and September issues of the Chicago Daily Law Bulletin.

**PUBLICATION DATE:** Spring - February 2011  
Fall - August 2011

Distribution: 10,000 copies Readership: 25,000  
\*Advertisers can purchase advertorial - 750 words

### RATES

	B & W	4-Color
Cover 2 Inside Front Cover (includes up to 50 course listings)	N/A	\$2,950
Cover 3 Inside Back Cover (includes up to 50 course listings)	N/A	\$2,500
Cover 4 Back Cover (includes up to 50 course listings)	N/A	\$2,950
Page 4 (includes up to 40 course listings)	\$2,150	\$2,500
Center Spread (includes up to 60 course listings)	\$4,100	\$4,500
Full Page (includes up to 30 course listings)	\$2,100	\$2,350
Half Page (includes up to 15 course listings)	\$950	\$1,550
Strip Ad	\$395	\$750

### LISTINGS

Listings without an accompanying ad:

Open	4x	10x	20x
\$195	\$150	\$125	\$100

Additional listings beyond those included with ad purchase are available at a discounted rate.

### DEADLINES

Spring: Space: 02.01.11      Fall: Space: 08.05.11  
Material: 02.04.11      Material: 08.12.11

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Adam Hrejsa - Account Manager • 312.644.2942 • AHrejsa@LBPC.com

### SIZE AND FORMAT

7-1/2" x 10-5/8"

Approximately 32 pages, 4 Color glossy cover.  
B&W body.

### TRIM SIZE

7-1/2" x 10-5/8"

### BLEED SIZE

(Full Page) 7-3/4" x 10-7/8"

### NON-BLEED SIZE

(Full Page) 6-1/2" x 9-5/8"

### HALF-PAGE SIZE

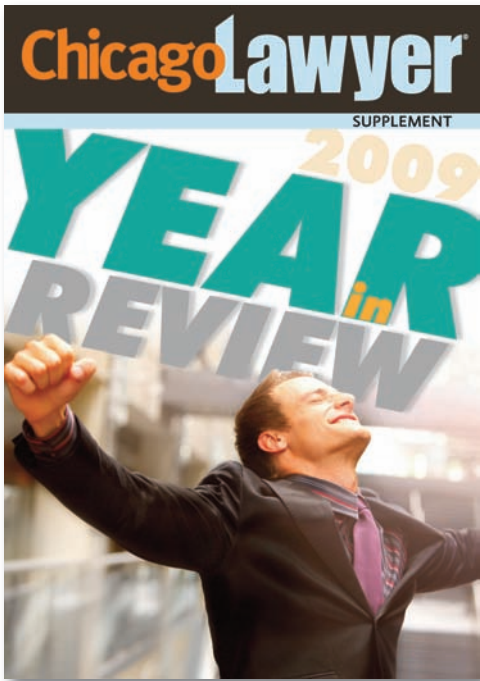
6-1/2" x 4-1/2"

### STRIP AD SIZE

6-1/2" x 2"

### SUBMITTING LISTINGS

Include a small high resolution logo with your listings. Please include: Topic, Title, Sponsor, Location, Date, Fee, Format, CLE Credit, Contact. Please submit course listings in a Word file in alphabetical order by first, Topic, then within each Topic, alphabetize by Title. If necessary, then by Date.



## Year in Review

The "Year in Review" is back by popular demand and gives advertisers the opportunity to submit a 650 word article along with their ad. This special supplement to the Chicago Lawyer magazine will be inserted with an issue of the Chicago Daily Law Bulletin and this year's edition will also include the digital distribution of 4,000 attorneys in law firms of 50 and below.

We will feature stories that ran throughout the year as well as recap some lists and highlights from Chicago's legal community during 2010. The article gives advertisers an opportunity to give an expert voice to their ad and review what transpired this past year or forecast for our readers what to expect in 2011 in their respective areas of expertise.

**PUBLICATION DATE: December 2010**

Distribution: 7,000 copies    Readership: 21,000

Distribution

Inserted in the copies of the Chicago Daily Law Bulletin.

**\*Bonus distribution at the law related shows attended by the Law Bulletin.**

**\*Bonus digital distribution of 4,000 attorneys in law firms of 50 and below.**

### SIZE AND FORMAT

7-1/2" x 10-5/8"

Approximately 50 pages, 4 Color glossy cover.  
4 Color or B&W body.

### TRIM SIZE

7-1/2" x 10-5/8"

### BLEED SIZE

(Full Page) 7-3/4" x 10-7/8"

### NON-BLEED SIZE

(Full Page) 6-1/2" x 9-5/8"

### RATES

	B & W	4-Color
Cover 2 Inside Front Cover	N/A	\$2,900
Cover 3 Inside Back Cover	N/A	\$2,500
Cover 4 Back Cover	N/A	\$2,800
Center Spread	N/A	\$3,500
Page 3 Right Hand Page	N/A	\$2,500
Page 5 Right Hand Page (opposite of the title page)	N/A	\$2,500
Page 7 Right Hand Page (opposite of the table of contents)	N/A	\$2,350
Full Page	\$1,750	\$2,200

### DEADLINES

Space: 11.14.10

Material: 11.18.10

### SALES CONTACTS

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Kelly Henigan - Account Manager • 312.644.4034 • KHenigan@LBPC.com

Adam Hrejsa - Account Manager • 312.644.2942 • AHrejsa@LBPC.com

## Send materials to:

Andy Shaw - Chicago Lawyer

415 North State Street • Chicago, Illinois 60654

E-mail: AShaw@LBPC.com

312-644-7121 or fax us at 312-644-0542

## SUBMITTING ADS

In order to efficiently process digital ads, one high-resolution, composite file is the goal. This file can either be a print optimized PDF (PDF/X-1a) or a CMYK TIF for placement in a page layout program. The following guidelines and specifications are to assist you in this process.

### Preferred file types

PDFs created with Acrobat and TIF files from Photoshop. When creating your ad using a page layout program it is highly recommended that you create a postscript file. Acrobat Distiller can be used to create a PDF from your EPS file. Exporting an EPS file from your page layout program and distilling with Acrobat will insure that all of the fonts will be embedded into your PDF file for placement into the page layout program by the publisher. When creating an ad in PhotoShop you should flatten the file before submitting it. If you use Illustrator to create your ad, you should convert your fonts to outlines.

### Ad construction

The document size of the ad should be the same as the desired final size of the ad.

On full page ads, all vital copy (text or images) should be no closer than 1/4" to the trim. Any ad that is designed to bleed should extend at least 1/8" past the trim. All trim and registration marks should be offset by 9 points or 1/8".

Make sure all colors in the color palette are correctly defined as Process (CMYK). All RGB, LAB and Index colors must be converted to CMYK or they will not print correctly.

### Rules

Do not use rules less than .25 point. These may not appear in the final product.

### Note

Ads that are too large will be scaled or trimmed to fit.

### Trapping

You are responsible for Overprint and Knockout settings.

### Fonts

If you supply a .pdf or .tif as instructed above, all fonts will automatically be embedded into your file and there will be no need to supply fonts to the publisher.

### Graphics

All screened graphics should have an effective resolution of 300 DPI. All Bitmap graphics (line art) should have an effective resolution of 600 DPI.

### Note

When you enlarge a graphic, you are changing the effective resolution. For example, a 300 dpi graphic placed at 200% will have an effective resolution of 150 dpi. Do not embed EPS files within another EPS file. Nesting EPS files can cause output errors.

All duotones should be created in a photo manipulation program, such as Photoshop (version 5.02 or higher). Graphics colorized in a page layout program may not print as expected. If you are using Quark, the Creo Color TIFF XT extension will allow you to colorize TIFFs in Quark with predictable results.

### Acceptable media

CD-Rom, email, FTP

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Adam Hrejsa - Account Manager • 312.644.2942 • AHrejsa@LBPC.com



## Send materials to:

Andy Shaw - Chicago Lawyer

415 North State Street • Chicago, Illinois 60654

E-mail: AShaw@LBPC.com

312-644-7121 or fax us at 312-644-0542

## SUBMITTING ADS

- The Chicago Daily Law Bulletin® is printed offset on premium 35 lb. newsprint
- Halftone/line screens up to 100 are accepted, 85 is preferred
- Maximum insert size is 7" x 11" [flat or folded]
- Acceptable ad format: MAC or PC electronic files [see below for formats]
- 4 color available

**Rules:** Do not use rules less than .25 point. These may not appear in the final product.

*Note: Ads that are too large will be scaled or trimmed to fit.*

**Platform/Media:** MAC CD ROM, 100 MB Zip • PC CD ROM, 100 MB Zip • Email • FTP

**Software & Version:** Both MAC/PC QuarkXpress® versions 5 or 8.02, Adobe® Photoshop® CS4 11.0.1, Adobe® Illustrator® CS4 14.0, Adobe® InDesign® CS4 6.0.1 and high-res PDF's with fonts embedded.

We do not accept Publisher, Microsoft® PowerPoint or CorelDraw® files.

**Fonts:** To minimize any problems in processing your files, please use only Postscript type1 fonts. You must send all of the fonts used in your digital files. We will use these fonts only to output your material. Prior to sending a disk for output, please use a pre-flight program to ensure that all necessary elements are on the disk – such as images, fonts, miscellaneous linked files, etc. Also, please verify that you are sending the correct version of the files.

**Images:** Acceptable electronic file formats are TIFF, JPEG or EPS. Images should be scanned at sufficient resolution for the screens used.

- Spot color ads at 100 line screen
- B&W ads at 85 line screen

*Note: Scanning at a higher resolution than necessary increases the file size without adding image quality.*

**Color:** Color must be in CMYK format. RGB, Pantone or other color protocols must be converted to CMYK or they will print as grey scale. Placed images should be converted to CMYK in their parent program before importing them into your Quark document. No unused colors should be sent with the file. No spot colors should be used. Large areas of black must be built of CMYK inks. We recommend 50C, 30M, 30Y, 100K.

**Trapping:** You are responsible for Overprint and Knockout settings.

**Graphics:** All screened graphics should have an effective resolution of 300 DPI. All Bitmap graphics (line art) should have an effective resolution of 600 DPI.

*Note: When you enlarge a graphic, you are changing the effective resolution. For example, a 300 dpi graphic placed at 200% will have an effective resolution of 150 dpi. Do not embed EPS files within another EPS file. Nesting EPS files can cause output errors.*

**Acceptable media:** CD-Rom, email, FTP

## SALES CONTACTS

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# SULLIVAN'S JUDICIAL PROFILES

The  
Illinois Judicial Directory

2010 — 2011

## Resolute Systems, Inc.

Your Source for Mediators  
& Arbitrators in Chicago,  
throughout Illinois & USA.

Thousands of cases heard.

312-346-3770

[www.ResoluteSystems.com](http://www.ResoluteSystems.com)

Chicago • Milwaukee • New York

Resolute Consultants  
will help you find the  
most qualified neutral  
for your dispute.

- Personal Injury
- Commercial
- Employment
- Construction
- Environmental
- UMW/UM

### SIZE AND FORMAT

#### FULL PAGE

5-5/16" x 7-3/4"

#### FRONT COVER

5-5/16" x 7-3/4"

#### BOX PAGE

5" x 3"

#### HALF PAGE

5-5/16" x 3-1/2"

#### STRIP ADS

5-1/2" x 1-1/2"

## Sullivan's Judicial Profiles

*Illinois Judicial Profiles is the only comprehensive resource widely known and referred to in these states for quality information regarding all levels of the legal bench. Judicial Profiles are published annually by Law Bulletin Publishing Company with detailed biographies of all Federal, State and local Illinois Judges. A limited number of ads, coupled with the fact that this book is often referred to with a year long shelf life, make a valuable publication in which to advertise.*

**PUBLICATION DATE:** September 2011

Distribution: 1,400 copies    Readership: 10,000

### RATES

	EDITION
Front Cover - B&W Box	\$2,900
Back Cover - B&W Box	\$2,500
Inside Front Cover - B&W Box	\$1,950
Inside Back Cover - B&W Box	\$1,400
Front Fly Pages - Full Page - B&W Box	\$1,750
Back Fly Page - Full Page - B&W Box	\$900
Strip Ads - B&W Box	\$350

### MECHANICAL REQUIREMENTS

- Printed offset-black on white
- Halftones-100 line velox prints, camera ready.
- The publisher will produce half tones from your continuous tone prints with an additional ten day lead time.
- There is a \$200 charge for typesetting/designing new ads
- Customer alterations are \$100
- Publication trim size 6 wide by 9 deep

### DEADLINES

Space: 07.1.11

Material: 07.15.11

### SALES CONTACTS

Michael S. Loquercio - Advertising Sales Manager • 312.644.4604 • [MLoquercio@LBPC.com](mailto:MLoquercio@LBPC.com)

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# Law Day 2011: 53rd Annual Special Edition

**Distribution: 65,000+ (Super Circulation Issue)**

*Readership: Includes all private practice, corporate, nonprofit and public sector attorneys*

This opportunity comes only once a year. The Chicago Daily Law Bulletin is distributed to every practicing attorney in Illinois—more than 65,000 in total. The publication has a readership of over 120,000 legal professionals throughout Illinois. No other publication reaches every attorney in Illinois whether in private practice, in a corporate law department or the government.

**PUBLICATION DATE: April 25, 2011**

## SIZE AND FORMAT



Full page  
6 col. x 21"  
14.125" x 21"



Tab page  
4 col. x 13.75"  
9.375" x 13.75"



1/2 vertical  
3 col. x 21"  
7" x 21"



1/2 horizontal  
6 col. x 10.5"  
14.125" x 10.5"



1/4 vertical  
3 col. x 10.5"  
7" x 10.5"



1/4 horizontal  
4 col. x 8.25"  
9.375" x 8.25"



Front Page Strip ad  
6 col. x 3"  
14.125" x 3"

## RATES

	B & W	Spot	4-Color
Back Cover - Section 1 or 2	\$4,950	\$5,450	\$5,900
Inside Cover - Section 1 or 2	\$4,450	\$4,950	\$5,450
Full Page	\$3,950	\$4,450	\$4,950
Half Page	\$2,990	\$3,190	\$3,490
Tab Page	\$2,490	\$2,890	\$3,290
1/4 Page	\$1,750	\$2,000	\$2,450
Front Page Strip Ad	N/A	N/A	\$6,200

## Pre-Printed Insert Rates (all inserts are subject to approval)

1x — \$7,500

Minimum size - 4" x 6"

Maximum size - 7" x 11"

Minimum stock weight is 70 lb.

*\*Price assumes client provides 60,000 qualifying, pre-printed inserts with no postal idicia. Samples must be received three weeks prior to publication.*

## DEADLINES

Space: 04.01.11

Material: 04.08.11

## SALES CONTACTS

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## Send materials to:

Andy Shaw - Chicago Lawyer

415 North State Street • Chicago, Illinois 60654

E-mail: AShaw@LBPC.com

312-644-7121 or fax us at 312-644-0542

## SUBMITTING ADS

- The Chicago Daily Law Bulletin® is printed offset on premium 35 lb. newsprint
- Halftone/line screens up to 100 are accepted, 85 is preferred
- Maximum insert size is 7" x 11" [flat or folded]
- Acceptable ad format: MAC or PC electronic files [see below for formats]
- 4 color available

**Rules:** Do not use rules less than .25 point. These may not appear in the final product.

*Note: Ads that are too large will be scaled or trimmed to fit.*

**Platform/Media:** MAC CD ROM, 100 MB Zip • PC CD ROM, 100 MB Zip • Email • FTP

**Software & Version:** Both MAC/PC QuarkXpress® versions 5 or 8.02, Adobe® Photo-shop® CS4 11.0.1, Adobe® Illustrator® CS4 14.0, Adobe® InDesign® CS4 6.0.1 and high-res PDF's with fonts embedded.

We do not accept Publisher, Microsoft® PowerPoint or CorelDraw® files.

**Fonts:** To minimize any problems in processing your files, please use only Postscript type1 fonts. You must send all of the fonts used in your digital files. We will use these fonts only to output your material. Prior to sending a disk for output, please use a pre-flight program to ensure that all necessary elements are on the disk – such as images, fonts, miscellaneous linked files, etc. Also, please verify that you are sending the correct version of the files.

**Images:** Acceptable electronic file formats are TIFF, JPEG or EPS. Images should be scanned at sufficient resolution for the screens used.

- Spot color ads at 100 line screen
- B&W ads at 85 line screen

*Note: Scanning at a higher resolution than necessary increases the file size without adding image quality.*

**Color:** Color must be in CMYK format. RGB, Pantone or other color protocols must be converted to CMYK or they will print as grey scale. Placed images should be converted to CMYK in their parent program before importing them into your Quark document. No unused colors should be sent with the file. No spot colors should be used. Large areas of black must be built of CMYK inks. We recommend 50C, 30M, 30Y, 100K.

**Trapping:** You are responsible for Overprint and Knockout settings.

**Graphics:** All screened graphics should have an effective resolution of 300 DPI. All Bitmap graphics (line art) should have an effective resolution of 600 DPI.

*Note: When you enlarge a graphic, you are changing the effective resolution. For example, a 300 dpi graphic placed at 200% will have an effective resolution of 150 dpi. Do not embed EPS files within another EPS file. Nesting EPS files can cause output errors.*

**Acceptable media:** CD-Rom, email, FTP

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