



SINCE 1854

A Publication of Law Bulletin Publishing Company

Chicago Daily Law Bulletin

2010 Legal Advertising Media Kit



Readers

Professional Profile

- 82% have purchasing authority
- 71% belong to a frequent flyer program
- 61% have purchasing authority for banking and financial relationships
- 46% work for law firms
- 40.5% are solo practitioners
- 40% utilize technology consultants
- 6% work for the government
- 4% work for a corporate law department
- The average number of CLE courses taken in the past year is 3.4

Personal and Professional Profile

- Average household income is \$212,000
- Average value of household investment portfolio is \$500,000
- 91% own their home, average market value is \$423,400
- 85% of readers use more than one bank
- 47% of homes are valued at \$500,000 or more
- 40% own or lease at least one vehicle worth \$40,000
- 95% have investments including the following:
 - 73% stocks, 69% mutual funds, 64% IRA/Keogh, 50% real estate, 40% other pension plans, 37% CDs, 30% tax free bonds, 20% corp rate bonds, 17% art, 13% antiques, 11% are in limited partnerships and 10% have gems as investments
- 32% use a broker/investment advisor, 26% do their own investing and 30% do both

Online Statistics

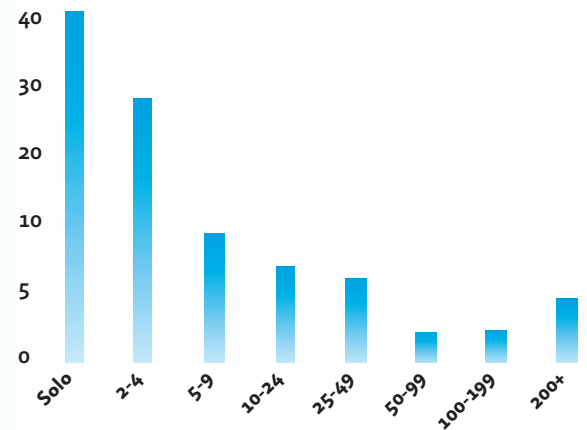
Advertisement Activity Levels

- 430,000 page views per month
- 83,300 visits per month
- 28,000 visitors per month
- 5 page views per visit
- Email blast page-3,500 sent out daily

*Based on a 2008 survey

Law Firm Size

Percentage of circulation



Solo Practitioner	40.5%
2-4	28.2%
5-9	9.8%
10-24	6.9%
25-49	6.1%
50-99	1.6%
100-199	2.0%
200+	4.1%
Average Number of Attorneys	22

Areas of Law*

43% Trial/Litigation

36% General Practice

33% Personal Injury

31% Real Estate

21% Probate Estate and Trust

19% Family

17% Corporate

12% Criminal

10% Bankruptcy

*The *Chicago Daily Law Bulletin*® is largely a litigator's publication. Many of the attorneys who list categories of law are also litigators in those areas.

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Chicago Daily Law Bulletin

Newspaper

Black & White Rates

	Open	6X	13X	24X	52X	64X	104X	208X	5 days/row
Full Page	\$3,065	\$2,899	\$2,799	\$2,658	\$2,356	\$2,114	\$1,812	\$1,510	\$6,567
Tab Page	\$1,747	\$1,595	\$1,515	\$1,436	\$1,272	\$1,112	\$960	\$792	\$3,612
1/2 Page	\$1,531	\$1,398	\$1,328	\$1,258	\$1,115	\$983	\$842	\$694	\$3,100
1/4 Page	\$873	\$796	\$756	\$718	\$636	\$561	\$480	\$396	\$1,804
Strip Ad	\$720	\$680	\$657	\$624	\$552	\$496	\$425	\$350	\$1,540
1/6 Page	\$570	\$538	\$520	\$494	\$437	\$392	\$336	\$280	\$1,175
1/8 Page	\$436	\$398	\$378	\$359	\$318	\$280	\$239	\$197	\$905

Spot color is available [please call for rates]

Pre-Printed Insert Rates

	1X	3X	6X	12X
Maximum insert size is 7.5" x 11"	\$2,070	\$1,490	\$1,090	\$870

No postal indicia on supplied inserts
Send proof of insert one week prior to publishing to establish acceptance

All rates are per insertion • Rates listed are net • Agencies add 15%

For more information about rates and special issues, contact one of our sales representatives today.

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FRONT
2 col. x 6"
4.5625" x 6"



BACK
3 col. x 6"
7" x 6"



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"



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



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"



1/6 vertical
2 col. x 10.5"
4.5625" x 10.5"



1/6 horizontal
4 col. x 5.75"
9.375" x 5.75"



1/8 vertical
2 col. x 7.75"
4.5625" x 7.75"



1/8 horizontal
3 col. x 5.25"
7" x 5.25"

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Newspaper

Mechanicals

- 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 only with the Law Day Edition of the *Chicago Daily Law Bulletin*®
- Spot colors are available daily [please call for rates]

Electronic File Submission Requirements

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

Proofs: Proofs of final version of files to be imaged must be provided with electronic files. Proofs must be at 100 percent, please tile if necessary. Also include crop marks to show finished size. Files will not be imaged without proofs.

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 preflight 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.

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