

Circulation: *The Pierce County Lawyer* circulation is 1,500. It is a full-color bi-monthly publication (printed 6 times per year: JAN/FEB, MAR/APR, MAY/JUNE, JULY/AUG, SEPT/OCT, NOV/DEC) and is provided to all active members of the Tacoma-Pierce County Bar Association, including Judges and Commissioners of the following courts: US District Court, Pierce County Superior Court, District Court, Tacoma Municipal Court and Washington Court of Appeals; plus elected officials, legal assistants, other bar associations and selected legal professional organizations.

All **Articles**, **Editorials**, **Letters to the Editor**, etc. should be sent (on or before the publication due date) in **WORD** format. We encourage writers to submit photo(s) with their articles. We also request a 3-4 line bio and photo of the author.

Ads must be sent in **PDF** or one of the graphic formats described.

Pierce County Lawyer Advertising

The TPCBA accepts paid advertisements for products and/or services which are related to the purposes of the TPCBA and its members.

Display Advertising Net Rates Per Issue

STANDARD AD SIZES	OPTIMAL SIZE	RATES MEMBERS Single Issue	RATES NON-MEMBERS Single Issue
1/8 Page	3.5" wide x 2.25" tall	\$215	\$355
1/4 Page	3.5" wide x 4.75" tall	\$270	\$380
Half-Page -Horizontal	7.25" wide x 4.75" tall (no bleed). Note: the width, 7.25" is the most important, the height of the ad can vary 4.75" or less.	\$300	\$430
Half-Page -Vertical	3.5" wide x 9.75" tall (no bleed)	\$300	\$430
Full-Page	8.5" x 11" (with 0.125" bleeds and crop marks). Note: If crop marks are not possible, or you are not sure how to include them in the file, ad should be 8.75" x 11.25" total, with all text and important images at least .25" away from the edges.	\$400	\$627

Preferred Positions (for one year, 6-times ads only)

Inside front cover (full page) - \$550 Mbrs \$727 Non-Mbrs
 Inside back cover (full page) - \$550 Mbrs \$727 Non-Mbrs
 Outside back cover (½ page) - \$600 Mbrs \$900 Non-Mbrs

(Prices include full-color process)

Binding method: saddlestitch. Pages per Issue: 40+

Classified Advertising: \$125 Members/\$170 Non-Members
 25 words or less/.25 each additional word

Display Ads need to be in one of the following graphic formats:

- **PDF:** A CMYK high-resolution 300-dpi same-size file is required. Embed all fonts and high-resolution graphics in the file. All platforms are acceptable. Do not set trap.
- **EPS** (Encapsulated Postscript): In CMYK format; all fonts must be changed to outlines; all graphic elements within the ad must be included or embedded in the file.
- **TIFF:** A CMYK high-resolution 300-dpi same-size file is required.
- Ads in Microsoft Publisher will not be accepted. *CMYK is the only accepted color format.*

Issue and Closing Dates/Deadlines:

Bi-monthly Pierce County Lawyer Issue	Firm Deadline for All Articles and Advertising
January/February 2021	December 10, 2020
March/April 2021	February 10, 2021
May/June 2021	April 9, 2021
July/August 2021	June 10, 2021
September/October 2021	August 16, 2021
November/December 2021	October 11, 2021
January/February 2022	December 10, 2021
March/April 2022	February 10, 2022

Advertising Deadline

There will be no flexibility in the time schedule. The deadline is the same for articles and ads.

How to Submit Articles, Ads and Payment

Email your articles to director@tpcba.com. Articles, editorials, letters to the Editor, classifieds must be sent in **WORD**.

Email display advertising to director@tpcba.com in one of the graphic formats noted above. Layout must be completed by the advertiser. Monthly advertisers will be invoiced at the completion of the publication. For new advertisers **PAYMENT MUST ACCOMPANY ADS. Visa/MC accepted.**

Additional Information

Questions call: Kit Kasner, Executive Director
 Phone (253) 272-8871, Fax 627-4718, Email director@tpcba.com

All submissions are subject to review by the *Pierce County Lawyer* Magazine Committee. Editing decisions will be based on issues of readability and propriety, space and relevance to the field of information and referral.

The products and services which are advertised in the *Pierce County Lawyer* do not necessarily imply endorsement by the TPCBA or its membership.