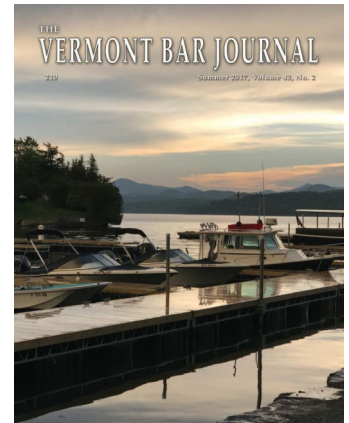
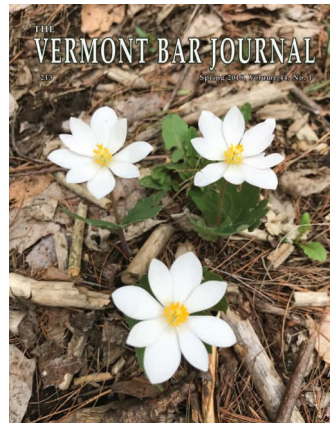
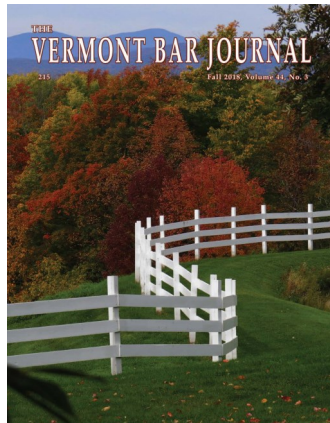
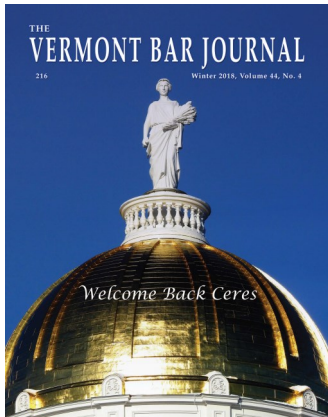


Official Publications of the Vermont Bar Association

THE VERMONT BAR JOURNAL



Vermont Bar Association
Directory

Media Kit

Advertising Contact: Lisa Maxfield
lmaxfield@vtbar.org



Published by the Vermont Bar Association
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Vermont Bar Journal

Advertising in the Vermont Bar Journal gives you exposure to over 2400 of our members representing small, medium and large firms, solo practitioners, judges, government attorneys, paralegals, law firm administrators, law students and many others interested in the law. The Vermont Bar Journal is published quarterly and is distributed in print and digitally to our membership as well as other subscribers. The Bar Journal offers an easy way to deliver your message to the target audience of legal professionals.

Vermont Bar Association Directory

The Vermont Bar Directory is a comprehensive listing of Vermont licensed attorneys, law firms, judges and paralegals, with contact information. The Directory also contains a complete listing of the Vermont Court system as well as local, state and federal offices frequently contacted by the legal profession. The Vermont Bar Directory is published annually and is well-used by attorneys and legal professionals all year long. The VBA Directory offers a full year of visibility and is a highly effective publication through which your advertising message can be specifically targeted to thousands of legal professionals.

Online Classified Advertising

The VBA Website reaches a targeted audience of legal professionals. Why bother with generic online advertising when you can reach the right audience, right here! The VBA online classifieds provides an opportunity for members and non-members to post employment opportunities, office shares/rentals, services and items for sale. Classified advertisements are posted for a thirty day period. Online classified advertisements can be submitted online at www.vtbar.org under the "Marketplace" tab - Classified Advertising Form. The cost is \$65.00 for VBA members and \$150.00 for non-members.

Online Legal Vendor Directory

Showcase your business and services to attorneys looking for the latest and greatest products and services to assist them in their legal practice. Legal Vendor listings can be submitted online at www.vtbar.org under the "Marketplace" tab - Advertise/Legal Vendor Directory. The cost is \$150 for a one-year listing.

The Vermont Bar Association offers many member benefits through affinity partners. If you are interested in becoming an affinity partner, please contact lmaxfield@vtbar.org.

RATE INFO & SPECS - VERMONT BAR JOURNAL

Size	Cost (4 issues/ annual)	Cost (Single Issue)	Specifications	Digital Format
Full-page - Covers Inside Front Cover Inside Back Cover Back Cover (four-color only)	1850.00	(annual only)	Live Area - 7.5"w x 10"h Trim Size - 8"w x 10.5"h Bleed Size - 8.5"w x 11"h	<p>Digital Format Required format for black-and-white or four-color digital advertisement is hi-res Adobe Acrobat PDF with all fonts and images embedded</p> <p>Ad Copy Deadlines Spring Issue—Feb. 15 Summer Issue—May 15 Fall Issue - August 15 Winter Issue—Nov. 15</p>
Full-page (black/white only)	1460.00	425.00	Live Area - 7.5"w x 10"h Trim Size - 8"w x 10.5"h Bleed Size - 8.5"w x 11"h	
2/3 page (black/white only)	1175.00	335.00	4.75"w x 9.75"h	
1/2 page (black/white only)	980.00	275.00	7.25"w x 4.75"h	
1/3 page (black/white only)	745.00	225.00	2.3"w x 9.75"h - Vertical 7.25"w x 3"h - Horizontal 4.75"w x 4.75" h - Box	
1/6 page (black/white only)	500.00	175.00	2.25"w x 4.75"h—Vertical 4.75"w x 2.25"h—Horizontal	

RATE INFO & SPECS - VERMONT BAR DIRECTORY

Size	Cost	Specifications	Digital Format
Back Cover Full-page/four-color only	1650.00	5.5"w x 9"h	<p>Digital Format Required format for black-and-white or four-color digital advertisement is hi-res Adobe Acrobat PDF with all fonts and images embedded</p> <p>Ad Copy Deadline November 30</p>
Inside Front/Inside Back Cover Full-page/four color only	1350.00	5.5"w x 9"h	
Full-page (black/white only)	675.00	5.5"w x 9"h	
1/2 page (black/white only)	475.00	5.5"w x 4.25"h	
1/4 page (black/white only)	275.00	2.5"w x 4.25"h	

VERMONT BAR ASSOCIATION

Advertising Policies

All advertising is subject to approval by the Vermont Bar Association. The Vermont Bar Association reserves the right at any time to decline advertisements which it deems inappropriate.

The following is a non-inclusive list of advertising that is unacceptable to the publisher:

1. Advertising that is false, misleading, defamatory, violative of the laws of the State of Vermont or any other applicable laws, is obscene, or which does not conform to contemporary community standards of good taste or decency. No advertising will be accepted that violates or may enable another to violate the Vermont Rules of Professional Responsibility.
2. Advertising relating to alcoholic beverages or tobacco or illegal products or services or advertising relating to lotteries or games of chance.
3. Advertising by or on behalf of candidates for public office, or advertising advocating positions on political or social issues.
4. Advertising that may imply Vermont Bar Association endorsement, recommendation, support or approval unless prior endorsement, recommendation, support or approval has been awarded by the Vermont Bar Association.
5. Advertising for programs containing any continuing legal education credits not provided by or sponsored by the Vermont Bar Association.

CLASSIFIED ADVERTISING: Classified advertising will be accepted in the following categories: employment opportunities; sale of used law books; sales of law office equipment or furnishings; and real estate rental or office share opportunities. General advertising of professional services to lawyers, such as expert witness services, or other advertising that cannot qualify under this standard of advertising, must be purchased at regular display rates.

PAYMENT/RATES: The Vermont Bar Association reserves the right to request part or full payment before publishing any advertising. The VBA shall set and vary advertising rates from time to time as they shall determine.