# Law Society Journal Display Advertising

RATES EFFECTIVE 1 JANUARY 2013 (EXCLUDING GST)

| PAGE | 1 – 5 issues | 6 – 10 issues | 11 issues |
|---|---|---|---|
| | $ | $ | $ |
| FULL | 3290 | 3060 | 2840 |
| HALF | 2170 | 1980 | 1800 |
| THIRD | 1620 | 1500 | 1370 |
| QUARTER | 1140 | 1040 | 900 |
| SIXTH | 790 | 740 | 670 |
| CLASSIFIED SIXTH | 540 | 480 | 430 |
| CLASSIFIED THIRD | 1090 | 980 | 840 |

## FREQUENCY

The journal is published on the 1st of each month except January.

## COLOUR

Colour is available on all editorial pages. Colour is not available for classified display adverts in the Legal Services Directory pages.

## POSITION

Cover positions carry a 12% loading. Other requested positions are available by arrangement for full and half pages only and carry a 10% or 15% loading, depending on position requests.

## MATERIAL & BOOKING DEADLINE

10th of month prior to month of publication.

## COMMISSION

10% to Advertising Agencies only.

## CANCELLATION

Cancellation deadline is 1st of month prior to publication. Penalties apply.

## LATE COPY

The publisher reserves the right to use previous material if copy is not supplied by deadline.

## BOOKINGS & INFORMATION

### DISPLAY ADVERTISING

**Catherine Garcia**
T 02 9926 0297, F 02 9221 8541
E catherine.garcia@lawsociety.com.au

### CLASSIFIED LINE ADVERTISEMENTS

Place classified ads online at www.lawsociety.com.au/advertise or phone **Marie Tirekidis** on 02 9926 0298 for further information.

## TERMS AND CONDITIONS:

For established clients accounts are payable 30 days nett. Quantity discounts apply to space used within a 12 months period. When insufficient space is used to warrant a discount, a surcharge will be made at the applicable rate at the end of the contract period. All advertising material is subject to the approval of the publisher, who reserves the right to decline the insertion of any material. No responsibility can be accepted for any loss arising from failure of all or part of an advertisement to appear or for any error in an advertisement. Advertising rates are subject to variation at one month's notice. Rate protection is given for series bookings which are in effect when rates are increased. Cancellation after deadline may incurr up to 100% penalty.

### DG THOMPSON

*"DG Thompson has been advertising with the NSW Law Society Journal for many years. We have continued to advertise in the Journal as we love the publication, our ads are always well placed and it is directed at our target market. Our advertisement in the Journal is the source of the majority of new work for our firm."*

Kerrie Rosati,
Solicitor Director,
DG Thompson Legal Costs
Lawyers + Consultants

### SMOKEBALL

*"Smokeball chooses to advertise in the Law Society Journal as it provides access to more solicitors in NSW than any other publication."*

Jane Oxley
Sales & Marketing Manager
Smokeball