

Publication

The *Alaska Bar Rag* is the official news publication of the Alaska Bar Association. Founded in 1978, it is produced solely by attorneys in tabloid newspaper format. Topics include humor, practice tips, law technology, public issue commentary, local legal news and events, and all official notices of the Alaska Bar Association.

Distribution

The *Alaska Bar Rag* is distributed by mail to all attorneys in the state of Alaska in private or government practice and the judiciary. It also is mailed to active and inactive Alaska Bar members residing outside of the state; to state and law libraries; the bar associations of the other 49 states and miscellaneous recipients. The *Bar Rag* has a current circulation of 4,450.

Subscription Rates

Subscriptions to the *Bar Rag* are available at \$25 per year through the Alaska Bar Association.

Editorial Materials

Submissions of editorial materials should be sent to:
 Editor, Alaska Bar Rag c/o Alaska Bar Association
 840 K Street, Suite 100
 Anchorage, Alaska 99501

Copy should be typewritten and double-spaced. Photos and artwork should be accompanied by caption information.

The Bar does not pay publication fees for unassigned submissions; any submitted editorial or graphic material becomes the property of the Bar Rag unless return is requested with a stamped envelope.

Advertising

Advertising camera-ready copy, insertion orders, and inquiries should be directed to Type Faces, the advertising production & sales agent for the *Bar Rag*:

Type Faces
 4041 Hampton Dr., Anchorage, AK 99504
 (907) 330-9915
 Susan Bybee, Production Manager: suebybee@gmail.com

Schedule

The *Alaska Bar Rag* is published quarterly in Anchorage, Alaska. Issues are distributed in March, June, September, and December.

Closing Date Guidelines

Editorial copy and advertising space reservations are generally due in aforementioned locations by the 20th of the month preceding publication date. Camera-ready advertising copy is due one week prior to the publication date. Deadlines are:

Copy/Space Reservation	Publication Date
February 10	March 1
May 10	June 1
August 10	September 1
November 10	December 1

General Advertising Rates, Display

Open rates are charged on a modular basis for black and white ads of the following sizes for camera-ready material:

Full page (60 inches).....	\$900
Half page (30 inches)	\$575
Quarter page (15 inches).....	\$315
Eighth page (7½ inches).....	\$195
Sixteenth page (4½ inches)	\$100

Classified and display ads of less than 7½ inches are charged at \$50 per column inch. A frequency discount of 5% is offered for advertisements that are scheduled for 3 of 4 annual issues.

Color Charges — Spot color charges are charged at \$100.

Mechanical Specifications

The *Alaska Bar Rag* is printed web offset on high quality newsprint in four-column tabloid format. Dimensions listed are width x depth/height.

Overall trim size	11-1/4" x 17"
Image area	9-3/4" x 15-1/2"
Column width.....	14 picas (2-1/3")
Gutters	1 pica between columns
Full page	9-3/4" x 15-1/2"
Half page, horizontal.....	9-3/4" x 7-1/3"
Half page, vertical.....	4-3/4" x 15-1/2"
Quarter page	4-3/4" x 7-1/2"
Eighth page.....	4-3/4" x 3-3/4"
Sixteenth page.....	4-3/4 x 2"

Production Services

Design, typesetting and layout services for preparation of cameraready display advertising copy are available for a nominal fee from Type Faces.

Copy Submission

We accept advertising via e-mail, courier service or mail. (Adobe Acrobat) PDF files are preferred for electronic "camera-ready" ads at 100-150 dpi resolution suitable for newsprint.

Camera-ready ads in hard copy may also be submitted as a highquality positive print. Text for non-display ads may be sent via e-mail or mail. Artwork to be used for our production may be in .tif, Photoshop.psd, Adobe Illustrator.ai, Acrobat .pdf or .jpg format.

Photo or graphic JPG files must be high resolution; we cannot guarantee print quality for low-res Web .jpg images. Filenames should be descriptive of the subject matter or author; digital filenames that are numerical in the camera's default nomenclature are not recommended as they are difficult to track.

Agency Commissions

A 10% agency commission is allowed for accounts paid within 30 days of billing. Commissions are allowed to recognized agencies only. ABA policy is that no commissions will be paid for accounts more than 45 days in arrears. Accounts in arrears of 90 days or more may be backbilled directly to the advertiser at full open rate.

Other Requirements

1. Single and first-time space and production costs (if applicable) are payable in advance upon submission of copy.
2. Accounts in arrears of 60 days or more may be subject to late payment fees and discontinuance of advertising.
3. The publisher reserves the right to reject any ad or manuscript at its discretion on grounds of taste & editorial standards.
4. Reprints of editorial material are generally authorized by the publisher, provided that credit is given to the author, the *Alaska Bar Rag*, and the Alaska Bar Association. However, some reprints may require permission of the writer. Please query the Bar Association for reprint permissions