



The FAWL Journal Ad Rates

The FAWL Journal

Official Publication of the Florida Association for Women Lawyers (FAWL)

Florida Association for Women Lawyers
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STATEMENT OF PURPOSE

The FAWL Journal is dedicated to providing balanced, accurate and newsworthy information to Florida lawyers about current issues in the law and the actions of the Florida Association for Women Lawyers. Articles and notices cover organizational, economic, political, legislative, social, and other legal activities as they relate to the law. The content is structured to challenge, motivate, and assist women lawyers in communicating with clients, colleagues, regulatory agencies, and the public.

ACCEPTABILITY OF ADVERTISING

All products and/or services to be considered for advertising must be related to, effective in, or useful for the practice of law. All advertisements must conform to all federal regulations. FAWL does not claim any responsibility for the contents of advertising and the acceptance of advertising does not in any way constitute endorsement or approval by the FAWL of a product, service, or company. The Florida Association for Women Lawyers reserves the right to reject or cancel any advertising. All advertising copy is subject to approval by the editor.

CIRCULATION

Currently, *The FAWL Journal* is circulated to the 2200 members of the Florida Association for Women Lawyers, and other advocacy organizations. Specific issues of the publication may also be distributed to Florida legislators and the media. Copies are also included in mailings sent by the National Association for Women Lawyers to other state chapter leaders.

FREQUENCY OF PUBLICATION

The FAWL Journal is a bi annual publication. The months of publication may vary from year to year and the newsletter may be delayed based on activities of the association. Scheduled months for publication are April and October. Check with the FAWL office for changes and to verify print date.

CLOSING DATES FOR SPACE

The deadlines for advertising space are: October 15 and March 15. Ad copy must be received three weeks after the space deadline, and issues mail approximately four weeks after the space deadline.

DISPLAY ADVERTISING RATES

- Inside Front or back cover....\$1200 per issue
- Full page (7 ½ x 10)..... \$1,000 (color), \$850 (black and white)
- ½ page (7 ½ x 4 ¾)..... \$750 (color), \$500 (black and white)
- ¼ page (3 ⅝ x 4 ¾)..... \$400 (color), \$250 (black and white)

***Advertisers committing to space in both issues will receive a 15% discount.**

CLASSIFIED ADVERTISING RATES

- FAWL Member Rate is \$15.00 for the first 35 words and \$.25 for each additional word.
- Non-member Rate is \$25.00 for the first 35 words and \$.25 for each additional word.
- Limit of 50 words per ad.

SIZE AND PRINTING METHOD

The FAWL Journal is 8 ½ x 11 inches in size. It is published in color in and generally runs an average of 16 - 20 pages. Please submit artwork in press quality PDF, JPG or BMP format, no bleed necessary. All others will be subject to a typesetting/layout charge.

MAILING INSTRUCTIONS

Contact FAWL at susan@fawl.org or 850/894-0055.