



## PROPELLING WOMEN LAWYERS INTO ECONOMIC, SOCIAL & LEADERSHIP SPHERES OF POWER

**Florida Association for Women Lawyers** actively promotes gender equality and the leadership roles of its members in the legal profession, judiciary and community at large. To achieve these goals, FAWL will uphold the highest standard of integrity, honor and courtesy in the legal profession, promote reform in law, and facilitate administration of justice. Advertise in our biannual magazine, *FAWL Journal*, to ensure our members seeking contract services and products think of you first.



Direct mailed to more than **3,000 established women lawyers** who are all dedicated to each other's success



Available to **75,000** Florida Bar Members in a **digital format**

## ASSOCIATE YOUR BUSINESS WITH ONE OF THE LEADING ASSOCIATIONS IN THE AREA



### BIANNUAL 2018 FAWL JOURNAL

Size	1x	2x
Back Cover	\$1,500	\$1,350
Inside Front Cover	\$1,200	\$1,080
Inside Back Cover	\$1,200	\$1,080
Full Page	\$1,000	\$900
1/2 Page Horizontal	\$650	\$585
1/4 Page Block	\$500	\$450
1/8 Page Horizontal	\$300	\$180

*All rates are for full-color advertisements.*



The **FAWL Journal** is distributed biannually in print and digital formats. Both editions of *FAWL Journal* are direct mailed to all members, and digital formats are accessible to all 75,000 members of The Florida Bar, including FAWL members, judges, elected officials, law students and other legal professionals.

## EDITORIAL CALENDAR

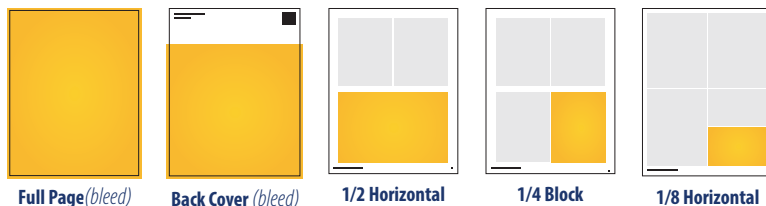
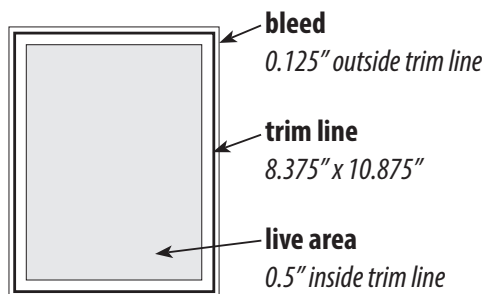
Ad Sales Close / Artwork Due	Delivered to Members
3/19/2018	May/June
9/17/2018	November/December

## SPECIFICATIONS

Page Size	8.375" x 10.875" (trim)
Full Page*	8.375" x 10.875"
Back Cover*	8.375" x 8.3"
1/2 Page Horizontal	7.875" x 4.937"
1/4 Page Block	3.875" x 4.937"
1/8 Page Horizontal	3.875" x 2.34"

\* **Full-page ads are intended to bleed off the page** (see example)

- ◆ Please include an **additional 0.125" of bleed** on each side of page
- ◆ Keep all important information at least **0.5" from the trim line**



## FILE REQUIREMENTS

- All artwork should be submitted as an Adobe InDesign, Illustrator, Photoshop or PDF file.
- Please embed or include all fonts and graphics.
- Full-page cover and tab ads must include a .125 inch bleed around the entire page and important content should be at least .5 inches away from the trim.
- Graphics should visually appear high-resolution and have a minimum 300 DPI (dots per inch).

*NOTE: We cannot increase the quality of the image if the original is blurry, grainy or too small — graphics pulled from websites are generally too small to use.*

- All colors should be created as CMYK process colors.
- If you're ready to send us your ad, you can email it to us at [graphics@innovativepublishing.com](mailto:graphics@innovativepublishing.com). Please upload files over 5 MB to our secure site.

## AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all of the content for your ad and we will design it for you at **no charge**.

## PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, MasterCard or Visa accepted.

## PUBLISHER

Innovative Publishing, a national publisher of association and corporate magazines for more than 25 years, is the official publisher of *FAWL Journal*.

## PLEASE CONTACT

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