



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 FAWL JOURNAL

Size	1x	2x
Premium Position*	\$1,500	\$1,350
Full Page	\$1,000	\$900
1/2 Page Horizontal	\$650	\$585
1/4 Page Block	\$500	\$450
1/8 Page Horizontal	\$300	\$180
Digital		
Standard View Skyscraper	\$400	\$400
Standard View Landing Page	\$400	\$400



All rates are for full-color advertisements.

**Premium Position includes: inside front cover, page 3, inside back cover, back cover.*

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

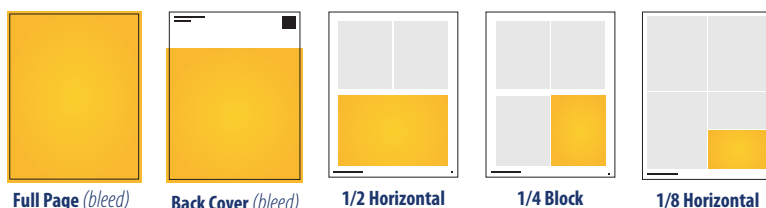
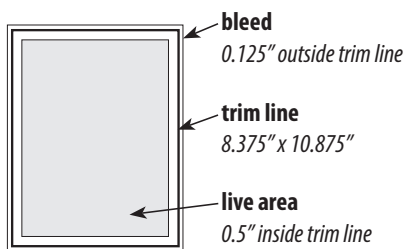
Ad Sales Close /Artwork Due	Delivered to Members
4/8/20	June 2020
10/19/20	December 2020

SPECIFICATIONS

Page Size	8.375" x 10.875" (trim)
Full Page*	8.375" x 10.875"
Back Cover*	8.375" x 8.875"
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"
Digital	
Standard View Skyscraper	200p x 783p
Standard View Landing Page	603p x 783p

* **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. 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. **All artwork creation or changes require a \$75 surcharge.**

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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www.innovativepublishing.com



Landing Page

E-Skyscraper

Readers can access content using their desktop, tablet or mobile device

LANDING PAGE:

Available positions: 1

Rate: \$400

Specifications: RGB color space, 603 pixels x 783 pixels

E-SKYSCRAPER:

Available positions: 2

Rate: \$400

Specifications: Vertical orientation, RGB color space, 200 pixels x 783 pixels