

TENDERS AND EXPRESSIONS OF INTEREST ADVERTISING

Place your tenders or expressions of interest advertisements in the *Law Society Gazette*

Many councils and boroughs place their tender advertising in the *Law Society Gazette* because it has a circulation of 120,914 (July 2008 – June 2009) - which is OVER FOUR TIMES the reach of any other legal weekly publication.

Why you should advertise

- A cost effective route for advertising legal tenders and expressions of interest
- Targets the most complete and accurate circulation, through all solicitors annually renewing their practising certificate and being legally obliged to advise of all job or address changes
- Advertise in the leading weekly legal title to ensure that you can reach your target audience effectively and within your timeframe
- **91%** of practising partners read at least 3 out of 4 issues of the Gazette, more than triple that of its nearest competitor¹
- **79%** of practising solicitors read every issue of the Gazette¹

Book your advertisement today!
25% discount available¹

ABC 120,914
(July 2008 – June 2009)



Advertising options

- A range of formats to suit different budgets, ranging from 1/8 page through to 1/4 page, 1/2 page and full page
- Receive a 25% discount on a repeat insertion²
- Save time – we set your advertisement and related logo for free, all you have to do is supply us with copy and your logo – we do the rest!
- Space booking deadline Tuesday 10.00am of the week preceding the issue you wish to advertise in
- Copy deadline Thursday 12.00 noon, one week prior to publication.

Size	Dimensions (mm)	Cost per insertion		
		Colour	Spot	Mono
Full Page	278 x 210	£5,119	£4,709	£4,095
Half Page				
Portrait or	278 x 103			
Landscape	136 x 210	£2,859	£2,631	£2,287
Quarter Page	136 x 103	£1,585	£1,458	£1,268
Eighth Page				
Landscape	65 x 103	£834	£767	£667

Rates effective from 1st October 2009.

Prices are subject to VAT at the prevailing rate.

¹Source: Fusion Communications (base 600), January 2009.

²Source: Receive a 25% discount when you repeat your advertisement within one month of original placement. Offer available upon placement of the advertisement.

Artwork

Please send artwork via email or post, accompanied by a hard copy version (sent by post or fax) and copy instructions stating in which issue(s) the artwork is to appear.

COLOUR

All colours used in picture and document files must be split for CMYK. Please note that all Pantones are also to be converted to CMYK.

FONTS

Please ensure all screen and printer fonts used are supplied/embedded for use during the output of digital files.

PREFERRED FILE TYPES

PDFs – Please ensure PDFs are created through a distiller and not exported. Additionally we accept QuarkXpress (Apple Macintosh), Photoshop, or Illustrator files. When supplying PDF or EPS formats please ensure all fonts are embedded. All files must be at least 300dpi. All colour digital files are to be supplied with colour guide (eg. cromalin).

TRAP INFORMATION

White text (on a coloured background) and graphic elements should always be set to 'Knockout' and not overprint.

Contact: Quincy Takyi
Tel: 020 7841 5544
Email: quincy.takyi@lawsociety.org.uk

Production, *Law Society Gazette*
113 Chancery Lane
London WC2A 1PL

Tel: 020 7841 5560
Fax: 020 7841 5509
Email: production@lawsociety.org.uk

