

Ethos — Advertising rates 2021

Circulation

The ACT Law Society provides the only dependable avenue to direct contact with Canberra's lawyers and their clients. *Ethos* is our quarterly magazine, an electronic publication with a circulation in excess of 2,600. You can view issues of *Ethos* at <https://issuu.com/act.law.society>.

Ethos reaches all solicitors practising in the ACT, as well as barristers, interstate and overseas members, local politicians, members of the judiciary, senior public servants, relevant government bodies, interstate law societies, accountants, and libraries (including university libraries throughout Australia).

Deadlines

Edition	Expected publication date	Artwork deadline
Autumn 2021	late March 2021	Monday, 15 February 2021
Winter 2021	late June 2021	Monday, 17 May 2021
Spring 2021	late September 2021	Monday, 16 August 2021
Summer 2021	early December 2021	Monday, 8 November 2021

Artwork specifications

All ads may include a URL link.

Ads should be supplied in PDF format as press quality, 300dpi, with crop marks. TIFF and JPEGs will also be accepted at 300dpi. Please ensure that all images are in RGB and all fonts are embedded. A 5mm bleed is required for full page and half page advertisements.

Files can be supplied by email to nicole.karman@actlawsociety.asn.au.

Advertising rates

Advertising rates do not include design, artwork, paper, printing/copying or freight, which remain the responsibility of the advertiser. All rates given are inclusive of GST.

Bookings and enquiries

To discuss advertising in *Ethos*, or other options for sponsorship or advertising, please contact: Nicole Karman, Communications Officer, on 02 6274 0308 or email nicole.karman@actlawsociety.asn.au.



Ethos — Booking form 2021

Advertising rates

Advertisement type	Position	Casual rate	4-issue rate	Members and charities rate
Full page – 220mm x 280mm (add 5mm bleed)	inside front cover	<i>not available</i>	\$660	<i>not available</i>
	back cover	<i>not available</i>	\$860	<i>not available</i>
	any	\$710	\$610	\$510
Half page – 220mm x 140mm (add 5mm bleed)	any	\$560	\$480	\$390
Quarter page – 115mm x 115mm	any	\$450	\$370	\$300

Members' rate does not apply to Associate Members or corporate enterprises. Charities rate applies to income tax exempt and deductible gift recipients. It is the advertisers' responsibility to supply artwork by the deadline. The Law Society reserves the right to refuse the placement of advertisements at its discretion. The Law Society reserves the right to use previous material if artwork is not supplied by the deadline.

Booking details

Ad type	Position	Rate	Issue/s	Total cost
<input type="checkbox"/> Full page <input type="checkbox"/> Half page <input type="checkbox"/> Quarter page	<input type="checkbox"/> inside front cover <input type="checkbox"/> back cover <input type="checkbox"/> any	<input type="checkbox"/> Casual <input type="checkbox"/> 4-Issue <input type="checkbox"/> Member/Charity	<input type="checkbox"/> Autumn 2021 <input type="checkbox"/> Winter 2021 <input type="checkbox"/> Spring 2021 <input type="checkbox"/> Summer 2021	\$

Contact and payment details

Advertiser details
Contact:
Company:
Client:
Email:
Address:
Phone:

Payment
<input type="checkbox"/> Please send me an invoice
<input type="checkbox"/> I enclose a cheque*
<input type="checkbox"/> Please debit my: Visa Mastercard ** <i>[our accounts officer will call for credit card details]</i>

* Cheques should be made payable to the Law Society of the ACT
 ** All credit card payments incur a 2% surcharge

Return this form by email to Nicole Karman, Communications Officer, email nicole.karman@actlawsociety.asn.au.