

DIGITAL BAR BULLETIN

2025 RATE CARD

Effective: December 2024

DISPLAY ADVERTISING FREQUENCY RATES *(All rates are per insertion/week)*

	Size	Open	6x-12x	13x-22x**
COLOR ADS				
Back Cover	7 x 9.5	990	940	840
Inside Front Cover	7x 9.5	930	880	790
Inside Back Cover	7 x 9.5	930	880	790
Page 3 and Page 4	7 x 9.5	930	880	790
Full Page	7 x 9.5	850	810	730
1/2 Horizontal	7 x 4.75	520	490	450
1/3 Square	4.65 x 4.75	410	390	350
BLACK AND WHITE ADS				
Full Page	7 x 9.5	720	690	620
1/2 Horizontal	7 x 4.75	400	380	340
1/3 Square	4.65 x 4.75	290	270	250
1/6 Horizontal	4.65 x 2.25	140	140	120
1/6 Vertical	2.25 x 4.75	140	140	120

**New Mexico CLE accredited providers and non-profits (must provide NTTC form) qualify for this rate.



NEW DIGITAL FEATURE: Opportunity to get more visits to your website!
All digital advertisements can be linked to your webpage of choice at no extra cost!
Contact our Advertising and Sales Manager for more information.

View the last page for publication and ad submission dates.

Special Features Available! Check with Advertising and Sales Manager for more information

State Bar of New Mexico attorneys and paralegals receive a 10% discount on display advertising.
Above costs do not include tax.

CLASSIFIED ADVERTISING RATES *(All rates are per insertion/week)*

80 cents per word plus tax. No further discounts apply.

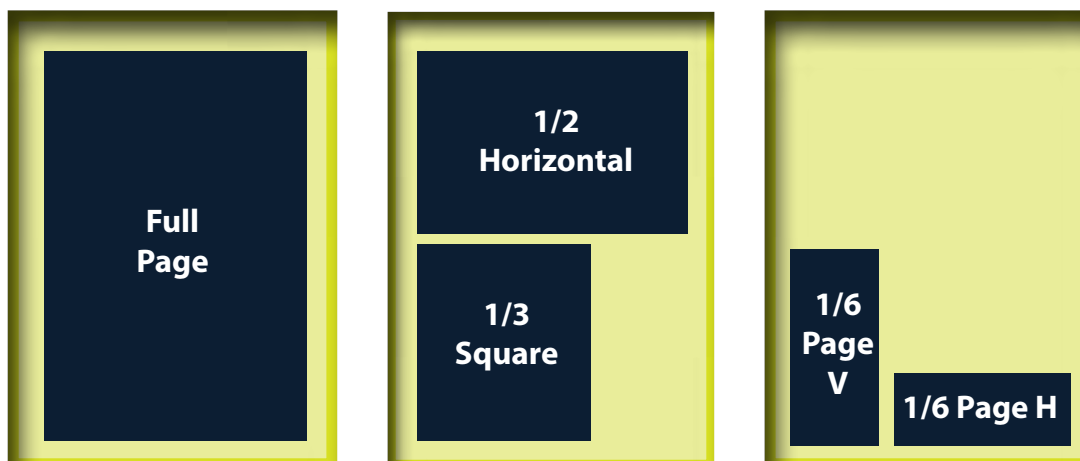
Submission Requirements

Email copy as a Microsoft Word attachment to marcia.ulibarri@sbnm.org.

We do not accept PDF files for classifieds ads.

For information please contact Marcia Ulibarri, Advertising and Sales Manager
Direct: 505.797.6058 • Email: marcia.ulibarri@sbnm.org

SPECS AND SUBMISSION REQUIREMENTS



Bleeds are not available for the *Bar Bulletin*

Position Guarantee

Add 15% to the insertion rate.

Submission Deadlines

See the *Bar Bulletin* publishing dates and ad deadlines in the chart on the next page.

Cancellations must be received by 10 a.m. (MT) on Thursday, 13 days prior to publishing.

Production Charges

In-house design services are available at the following rates:

1/6: \$35

1/3: \$45

Half: \$60

Full: \$100

Display Ad Submission Requirements

All artwork must be 300 dpi. Files should be submitted via email.

Acceptable Display Ad File Types

PDF: This is the preferred format for ad submission.

All fonts must be embedded.

TIFF, PNG and JPEG: Create your ad with a resolution of 300 dpi at 100% size. Upsizing an ad from a smaller dimension or lower resolution will result in pixilation. When submitting Adobe Photoshop files, please render type layers and flatten the document.

Unacceptable file types: We cannot accept ads in the following formats: Microsoft Word, Publisher, Powerpoint or Corel Draw.

Note: Production charges may be incurred if supplied ads do not follow these specifications.

General Information: All advertising will be accepted for publication upon representation that the advertiser or representative is authorized to publish the entire contents and subject matter thereof. The publisher reserves the right to review and edit all ads, to request that an ad be revised prior to publication or to reject ads. The publisher reserves the right to insert the word "advertisement" above any advertising copy. In consideration for publication, the advertiser will indemnify the State Bar of New Mexico and its employees, agents and representative from and against any loss or expense arising out of publication of such advertisement, including, without limitation those resulting from claims or suits for libel, violation of rights of privacy, plagiarism or copyright infringement. The publisher reserves the right to repeat the last standing ad or to charge for space reserved if acceptable copy is not received by the deadline.

Frequency Discounts: advertising must be inserted within a 12 month period to be eligible for frequency discount rates.

Short Rates: an advertiser who does not complete a committed schedule within a contract year will be subject to a short rate to earned frequency rate.

Terms: All advertising must be prepaid. State Bar of New Mexico licensees may be billed through their bar numbers. Advertising must be inserted within a 12 month period to be eligible for frequency discount rate.

2025 BAR BULLETIN PUBLISHING DATES

Publication Date	Advertising Submission Deadline
1/8/25	12/4/24
1/22/25	12/9/24
2/12/25	1/22/25
2/26/25	2/5/25
3/12/25	2/12/25
3/26/25	3/5/25
4/9/25	3/19/25
4/23/25	4/2/25
5/14/25	4/23/25
5/28/25	5/7/25
6/11/25	5/20/25
6/25/25	6/4/25
7/9/25	6/11/25
7/23/25	6/25/25
8/13/25	7/23/25
8/27/25	8/6/25
9/10/25	8/13/25
9/24/25	9/3/25
10/8/25	9/17/25
10/22/25	10/1/25
11/12/25	10/22/25
12/10/25	11/12/25

For information please contact Marcia Ulibarri, Advertising and Sales Manager

Direct: 505.797.6058 • Email: marcia.ulibarri@sbnm.org

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