

## DISPUTE RESOLUTION MAGAZINE

**Format:** Magazine

**Frequency:** Quarterly

**Website:** [AmericanBar.org/groups/dispute\\_resolution.html](http://AmericanBar.org/groups/dispute_resolution.html)

**Keywords:** ▪ Alternative Dispute Resolution ▪ Arbitration ▪ Ethics ▪ Negotiation ▪ Practice Management  
▪ Problem Solving ▪ Mediation ▪ Advocacy ▪ Corporate ADR



*Dispute Resolution Magazine* is published quarterly by the American Bar Association's Section of Dispute Resolution. Issues help all practitioners – novice and experienced – understand the intricacies and nuances of alternative dispute resolution processes.

### *Dispute Resolution Magazine* 2015 PUBLISHING SCHEDULE

#### WINTER 2015 – January 2015

- ▶ THEME: Online Dispute Resolution
- ▶ Features ▶ ADR Cases
- ▶ Section News

**Ad Closing:** December 9, 2014

**Materials Due:** December 18, 2014

#### SPRING 2015 – March 2015

- ▶ Theme: THE NEXT GENERATION IN ADR
- ▶ Features ▶ ADR Cases
- ▶ Section News

**Ad Closing:** February 13, 2015

**Materials Due:** February 27, 2015

**BONUS DISTRIBUTION:** 17<sup>th</sup> Annual Spring Conference

#### SUMMER 2015 – June 2015

- ▶ Theme: HOT TOPICS AND SUMMER READING
- ▶ Features ▶ ADR Cases
- ▶ Section News

**Ad Closing:** April 17, 2015

**Materials Due:** May 5, 2015

**BONUS DISTRIBUTION:** Advanced Arbitration Institute

#### FALL 2015 – September 2015

- ▶ Theme: TBD
- ▶ Features ▶ ADR Cases
- ▶ Section News

**Ad Closing:** August 18, 2015

**Materials Due:** August 28, 2015

**BONUS DISTRIBUTION:** Mediation Week

## Dispute Resolution Magazine Sworn Statement of Circulation

Average Total Circulation: 8,825	Total Subscribers	Non-Paid Subscribers	Paid Subscribers	Association Subscribers
6-Month Period Ended June 2014	8,642	na	8,642	8,642 (100%)

**Issue Analysis:**

**Field Served:** *Dispute Resolution* serves the members of the ABA Section of Dispute Resolution, the legal profession, and others allied to the field.

**Definition of Recipient:** Recipients are individuals who receive *Dispute Resolution* as a membership benefit of their status within the ABA Section of Dispute Resolution. Qualified recipients are lawyers (U.S. and foreign); legal assistants, legal administrators, law office managers, government business managers, and other Associate members of the American Bar Association; law students; law libraries; and other titled and non-titled personnel allied to the legal profession.

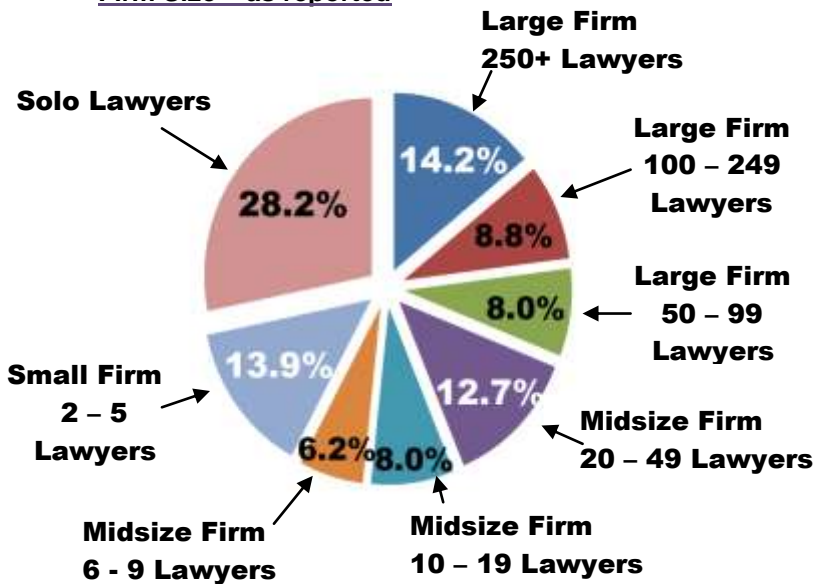
**Geographical Breakout:**

United States / 93.3%      Canada / 1.5%      Mexico / 0.1%      Foreign / 5.1%

**(Dispute Resolution Magazine’s e-version is distributed to an additional 8,000 law students.)**

### The ABA Section of Dispute Resolution: Membership Analysis

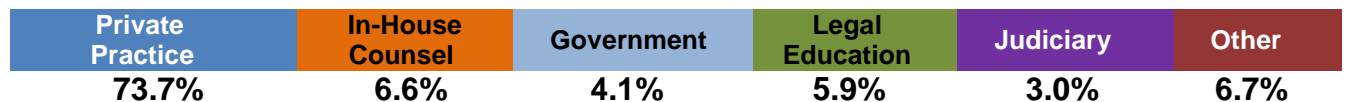
Firm Size – as reported



Four Significant Practice Areas – as reported

Practice Area
Arbitration / Dispute Resolution Law
Litigation
Business / Corporate / Commercial & Commercial Transaction Law
Labor & Employment Law

Practice Setting – as reported



Source: ABA Membership Data, June 2014

2015 Advertising Rates:

**Rates per Black & White Insertion, gross**

Ad Unit	1x	2x	4x	8x
1-Page	\$885	\$835	\$810	\$780
1/2-Page Island	\$620	\$580	\$540	\$500
1/2-Page	\$555	\$500	\$480	\$450
1/4-Page	\$450	\$400	\$370	\$340

**Rates per 2- Color (Process) Insertion, gross**

Ad Unit	1x	2x	4x	8x
1-Page	\$1,010	\$960	\$935	\$905
1/2-Page Island	\$745	\$705	\$665	\$625
1/2-Page	\$680	\$625	\$605	\$575
1/4-Page	\$575	\$525	\$495	\$465

**Rates per 4-Color, Run-of-Magazine (when available\*) Insertion, gross**

Ad Unit	1x	2x	4x	8x
1-Page	\$1,545	\$1,495	\$1,470	\$1,440
1/2-Page Island	\$1,280	\$1,240	\$1,200	\$1,160
1/2-Page	\$1,210	\$1,160	\$1,140	\$1,110
1/4-Page	\$1,110	\$1,060	\$1,030	\$1,000

**Rates for Cover Positions, gross – all cover positions are 4-Color**

Ad Unit	1x	2x	4	8x
Inside Front Cover/ Cover 2	\$1,895	\$1,845	\$1,815	\$1,790
Inside Back Cover/ Cover 3	\$1,875	\$1,825	\$1,790	\$1,765
Back Cover / Cover 4	\$2,010	\$1,960	\$1,935	\$1,905

\* Interior pages of *Dispute Resolution Magazine* are printed in 2-color with a run-of-magazine color designated by issue. In selected issues, a full color signature has been added to the magazine allowing for advertisers to place a 4-color ad unit. Contact ABA Publishing for availability of color in an issue to meet your requirements.

NB: Advertising on the Back Cover of *Dispute Resolution* is limited to a half-page unit due to production and postal requirement.

**Bleed Charge:**

10% extra of earned black & white space charge per page or fraction thereof

**Inserts:**

Inserts are accepted in all issues. Contact ABA Publishing for availability, space & binding charges.

## Ad Dimensions

Ad Size	Width	Depth
1-Page	7.375"	9.531"
1-Page Bleed	8.500"	11.125"
1/2-Page Island	4.468"	7.250"
1/2-Page (H)	7.375"	4.187"
1/3-Page (H)	7.375"	3.300"
1/3-Page Island	4.468"	4.468"
1/3-Page (V)	2.156"	9.531"
1/4-Page (H)	4.468"	2.937"
1/4-Page (V)	2.187"	6.750"

## Mechanical Specifications

Trim Size	8.375" x 10.875"
Safe Area	7.875" x 10.375"

## Digital File Formats and Color Proofs

- ✓ High-resolution Adobe Acrobat® files (PDFX1A) are the preferred format for ad materials submissions. Files may be submitted via email or FTP upload, or on a CD mailed in a trackable method. Digital advertising files with all associated graphics and fonts may be submitted in other formats — please contact ABA Publishing for additional details
- ✓ All graphics should be 300 dpi or higher resolution, in CMYK color (no RGB).
- ✓ Live matter should be kept 1/4" from trim/edge measurement. Spread pages should be created as separate pages. Any art or text elements intended to bleed off of the page should have a 1/8" of bleed outside of trim.
- ✓ Laser composite proof required to assist in preflighting digital ad files. For critical color match, a high-res, digital color proof (i.e. Kodak Approval, Fuji FirstProof, etc.) is required. Accurate color reproduction can not be guaranteed without an accompanying SWOP-certified proof.
- ✓ For availability of special or customized ad sizes contact ABA Ad Sales.

## Images

- ▶ 300 dpi (dots per inch) minimum
- ▶ Actual size
- ▶ CMYK color model
- ▶ .JPEG or .EPS format



Graphics captured from the Internet are discouraged as they will not reproduce favorably in printed media.

All space contracts, insertion orders, correspondence, and ad materials should be sent to:

Sharon Miro  
Fox Associates, Inc.  
American Bar Association Sales Representatives  
(312) 644-3888 ext. 117  
[Adinfo.ABJ@foxrep.com](mailto:Adinfo.ABJ@foxrep.com)

Anne Bitting  
Operations Manager  
ABA Publishing  
(312) 988-6115  
[Anne.Bitting@AmericanBar.org](mailto:Anne.Bitting@AmericanBar.org)

## Policies

### **PAYMENT TERMS**

Payment is due upon receipt of invoice. No cash discount is given. Payment from a non-US advertiser must be in US currency in the form of either a check drawn from a US bank in US dollars or a money order in US dollars.

### **AGENCY COMMISSION**

A commission of 15% of gross billing is allowed to recognized advertising agencies on space, color, and position only, provided account is paid within 30 days of invoice date. If account is sent out for collection due to non-payment, the 15% agency commission is disallowed, and the gross amount plus interest at the rate of 1.5% per month, court costs, and legal fees, will be due to the American Bar Association.

### **CONTRACT REGULATIONS**

Contract space must be used within one year from the first insertion. Frequency rates are applicable for space used within one calendar year from the first insertion. Written insertion orders are requested for each ad and must be received before the closing date. Cancellations must be received in writing before the closing date. Cancellations cannot be considered accepted until ABA Publishing's Director – Advertising confirms the cancellation in writing.

An advertiser who has been billed at a frequency discount rate and fails to advertise at the requested frequency will be short-rated – that is, billed for the difference between the contracted frequency discount rate and the earned rate. If an advertiser has been billed at one rate but earns a frequency discount by using more space than planned, a rebate – the difference between the billed rate and the frequency discount rate – will be given. Adjustments will be made on a quarterly basis.

ABA Publishing has the right to approve all advertising and may reject advertising at any time. A copy of the American Bar Association's "Standards for Acceptance of Advertising in ABA Print and Online Media (Excluding the *ABA Journal*)" may be obtained upon request.

### **PUBLISHER'S LIABILITY AND INDEMNITY**

ABA Publishing shall not be liable for any failure to print, publish, or circulate any or all portions of any issue containing an advertisement accepted by ABA Publishing's Director – Advertising if the failure is caused by acts of God, strikes, accidents or other circumstances beyond the control of ABA Publishing. In consideration of the publication of an advertisement, the advertiser or its agency, jointly and severally, will indemnify and hold harmless the American Bar Association (its officers, agents, and employees) against expenses, legal fees, and losses resulting from publishing an advertisement. Such losses will include, without limitation, claims or suits of libel, violation of the right of privacy, violation of statutory or common law, copyright infringement, or plagiarism.

### **PAYMENT LIABILITY**

Orders from agencies or other third parties are accepted with the understanding that the advertiser is ultimately liable for payment of the charges incurred in the event the agency or third party does not make the payment for whatever reason, including insolvency.

### **TERMS AND CONDITIONS**

Advertising rates, terms, and conditions set forth in this rate card shall govern all transactions and supersede any other information published in previous rate cards, directories, media guides, or rate and data services whether in print or online. ABA Publishing will not honor rates or data derived from these other sources unless it is in conformance with this rate card.