

Advertising Rates

The Law Society provides a number of ways by which advertisers can reach Tasmanian legal practitioners.

The Law Letter

The Society's journal, the 'Law Letter' has a circulation of 800 copies covering all Tasmanian legal practitioners, firms and associate members, Courts, government departments and interstate law societies. The Journal is published quarterly and an electronic copy is placed on Law Society web site.

Advertising Rates:

Full Colour		
	Inside front cover (20.8cm across x 29.6cm deep)	\$400.00
	Outside back cover (20.8cm across x 29.6cm deep)	\$450.00
	Inside back cover (20.8cm across x 29.6cm deep)	\$400.00
	Page 3 and page 4 (20.8cm across x 29.6cm deep)	\$400.00
	Full page colour (20.8cm across x 29.6cm deep)	\$350.00
	Half page colour (19cm across x 13cm deep)	\$200.00
Mono		
	Full page black & white (20.8cm across x 29.6cm deep)	\$200.00
	Half page (17.8cm across x 12 cm deep)	\$110.00
	Quarter page (8.7cm across x 12 cm deep)	\$ 70.00
	50mm x 70 mm	\$ 40.00
	Inserts (supplied by advertiser)	\$300.00

(amounts are exclusive of GST)

Format

Text advertisements should be prepared in word or a format suitable to be inserted into Adobe InDesign, Graphics should be supplied as a 300dpi high resolution at 100% size of the file in PDF, TIFF or JPEG. Files can be emailed to Shelley Harwood notices@taslawsociety.asn.au or supplied on CD. Advertisements appear in the Law Letter in the manner received. Advertising rates do not include design and artwork, which remain the responsibility of the advertiser.

Deadline for Publishing in the Law Letter

The Law Letter is published quarterly and distributed to the legal profession in the last weeks of March, June, September and December each year. For the next year, material should be received by the Law Society as follows:

Winter Edition	12 May 2010
Spring Edition	11 August 2010
Summer Edition	10 November 2010
Autumn Edition	11 February 2011

Production Details

Production Details

Finished Size	210 X 297mm
Binding Method	Saddle Wired

Law Society Weekly Email Update

The Update is a brief newsletter published each Wednesday and distributed via email to all practicing members and associate members of the Society. Material should be received before 10am of the day of distribution. Contributions are limited and should be of a direct interest to the profession and are limited to professional development seminars, practice information, position vacant, position wanted, missing Wills and Titles, practices for sale, locum and agency work. Please contact the Society for pricing. This is a free service for current Law Society of Tasmania members. The Law Society of Tasmania reserves the right to refuse the placement of advertisements, at its discretion.

Web Site

The Law Society's web site consists of a member's only area and a publicly accessible home page.

Advertisement and notices can be placed on the Bulletin Board in the member's area which is a very effective way to reach Tasmanian practitioners.

Notices remain on the Bulletin Board for a month (after which they are archived but remain searchable). Advertisements can be posted to the Bulletin Board for \$90 per month – this is a free service for current Law Society Members.

Paper Copy Mail out to Practitioners

The Society can mail out notices to all practitioners and associate members at a cost of \$250 plus materials. Printing/copying, paper and freight remain the responsibility of the advertiser.

Indemnity

The Law Society reserves the right to refuse the placement of any advertisement in its absolute discretion. For advertisements that are published, it is the responsibility of the advertiser to ensure that advertisements comply with the *Trade Practices Act 1974* as amended. Advertisements are accepted for publication on the condition that the advertiser indemnifies the Law Society of Tasmania its agents and servants against all action, claims, loss or damages resulting from anything published in behalf of the advertisers.

Invoicing

Invoices will be issued by the Law Society upon circulation of *The Law Letter* or may be paid via credit card.

Advertising Enquires and Bookings

Advertising Enquiries and Bookings

Shelley Harwood notices@taslawsociety.asn.au

Ph: (03) 6234 4133



Advertising Book Form

The Law Letter

Please tick appropriate boxes

- I would like to repeat my advertisement, in the following issues:
- Winter 2010 Spring 2010 Summer 2010 Autumn 2011
- I would like to reserve space for a revised/new advertisement in the following issues of *The Law Letter*:-
- Winter 2010 Spring 2010 Summer 2010 Autumn 2011
- Changes as per attached, OR New copy will be supplied

Advertising Rates

(please tick required size)

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Discounts: A 10% discount applies when four advertisements are purchased in advance

Payment

- Please invoice me per issue
 Please debit my credit card
 I enclose payment for four issues less 10% discount

NAME:

ORGANISATION:

ADDRESS:

PHONE: FAX:

EMAIL:

SIGNED: DATE:

Card Type: _____ Card Number: _____

Expiry Date: _____ Name on Card: _____

Signature of Cardholder _____

Please return via fax (03) 6223 8240 or via post – Attention Shelley Harwood

Note: The Law Society of Tasmania reserves the right to refuse the placement of advertisements and the distribution of flyers, at its discretion.

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www.taslawsociety.asn.au

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