

the
SOCIETY
RECORD



NOVA SCOTIA
BARRISTERS' SOCIETY



THE SOCIETY RECORD RATES & SCHEDULE



Reach more than
2,500 members of
the legal profession.

For more information, please contact the [Publications Administrator](#).

Rates (colour)

Full Page -

1-2 insertions \$955/issue
3-4 Insertions \$835/issue
(7.5" wide x 10" deep)

1/2 Page - \$570

(7.5" wide x 4.5" deep or 3.25 " wide x 9.5" deep)

1/4 Page - \$310

(3.25" wide x 4.25" deep)

Rates (black & white*)

Full Page -

1-2 Insertions \$740
3-4 Insertions \$600
(7.5" wide x 10" deep)

1/2 Page - \$445

(7.5" wide x 4.25" deep or 3.25 " wide x 9.5" deep)

1/4 Page - \$225

(3.25" wide x 4.25" deep)

* limited number available

Classifieds/notices (text only) - \$35 per 5 lines (approx. 50 words)

PLEASE NOTE: While we make every effort to position ads in the Society Record according to requests, we cannot guarantee that we will be able to fulfil those requests due to last minute layout changes. We apologize for any inconvenience this may cause.

Artwork Specifications: For artwork guidelines, see [page 2](#) of this PDF.

For further information on advertising, please contact [Publications Administrator](#).

Current Publication Schedule (published semi-annually)

April 2012 — Advertising deadline **February 10, 2012**

October 2012 — Advertising deadline **September 7, 2012**

For further information on advertising, please contact the [Publications Administrator](#).

For information on submitting an **article**, please contact the [Communications Officer](#).

Artwork Guidelines for the Society Record

Acceptable file formats:

PDF - A high-resolution (print optimized) PDF is our preferred file format. Please ensure that all fonts and images are correctly embedded. Some fonts will not allow embedding due to licensing restrictions (an alert message should occur if that is the case). In that case, fonts should be converted to outlines (a.k.a. paths or curves) or fonts must be supplied with the PDF. Colour should be CMYK or Grayscale. We can take up to version 10(X Pro). Please inquire if you're working with a newer version.

Adobe InDesign – We accept files created in InDesign up to version CS5. If sending an InDesign file, please use the File -> Preflight/Package option which will automatically collect all fonts and images for print. Colour should be CMYK or Grayscale.

Adobe Illustrator – We can accept native Illustrator files up to version CS5. Please save down if using a more recent version. Embed all images and convert fonts to outlines (or send along fonts with file). Colour should be CMYK or Grayscale. Additionally, you can save it out of Illustrator as a PDF or an EPS in which case fonts should still be included or embedded and images should be embedded as well.

Quark Xpress – We do not accept Quark Xpress files. It is recommended that you export it as an EPS (with embedded fonts and images, or send links and fonts) or as a high res. PDF in order to avoid conversion issues.

TIFs or Photoshop EPS – Rasterized files must be 300 dpi at 100% scale and flattened. Colour profiles should be set to US PrePress Defaults in Photoshop under Edit -> Colour Preferences. Colour should be CMYK or Grayscale.

Reminders

- If submitting an ad that bleeds, please ensure that you include a one-eighth inch bleed on all appropriate edges.
- Strokes should be no less than .5 pt
- Fonts should not be less than 6 pt.
- Files must be saved as either CMYK colour or grayscale.
- Include all supporting files and fonts where applicable.
- If emailing an ad, please ensure that you also fax a copy of the ad to us at: 429 4869 or include hardcopy with your CD. Alternatively, you can also email a proof as a JPG or PDF.

Unacceptable file formats

Colour: Do not send RGB colour files. All files should be CMYK or Grayscale. Pantone colour should be converted to their CMYK equivalents.

We do not accept GIFs, JPGs or BMPs. We are unable to use images downloaded from the web as they are typically 72dpi which would compromise the quality of your advertisement.

Due to printing issues with the Microsoft Office suite, we are unable to accept Microsoft Word, Excel, Powerpoint and Publisher files. Additionally, we do not accept Corel WordPerfect Suite files.

We do not accept native Corel Draw or Macromedia Freehand files. However, if you wish to export a file from either program, please save as an EPS or PDF file with fonts outlined or embedded and images embedded or linked. *Note:* If linked images are used in an ad layout, please ensure that those images are included when submitting ad.

Supplying files for output

Please supply files electronically via email (publications@nsbs.org), FTP (please contact us if you need to FTP), or on CD. If emailing, please "stuff" or "zip" files beforehand.

Contact information

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