

The special advertising section of *The Houston Lawyer* magazine —the award-winning publication of the Houston Bar Association (HBA)— brings a new efficient way to deliver your message to an audience of more than 31,000\* readers (circulation: +/-12,000). HBA members comprise some of the nation's most affluent consumers.



\*Data compiled by Rice University and DL Marketing for The Houston Lawyer.

**SPECIAL ADVERTISING RATES per issue:**

	1X	3X	6X
4C AD SIZE: 3 5/8" x 4 1/2"	\$990	\$878	\$716

**ADDED VALUE**

- Rates reduced 25% compared to our 1/4 page regular price
- Section indexed on the contents page
- Free logo placement on our Special Advertising Section web page
- Direct link from our website to your targeted web page
- Link to Special Advertising Section page from our homepage

**OUR READERS**

- Have a household net worth of more than \$750,000
- Have an investment portfolio worth \$500,000+
- 85% of them are homeowners
- 20% own a secondary or weekend home
- 60% own or lease a luxury vehicle
- By average, they take more than 12 trips per year
- 50% entertain 2-3 times/week at a restaurant or club
- 85% have rented a car in the past year
- 59% used hotel meeting/conference facilities the past year
- 70% authorize the purchase/lease of hardware/software
- 55% own jewelry costing \$3,000+

**PUBLISHER**

**Quantum/SUR**

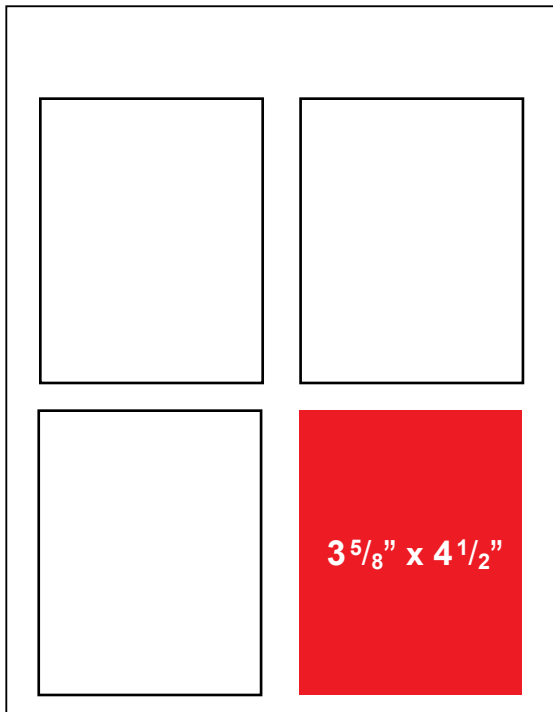
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The Park is one of the largest within the state and provides visitors breathtaking views of the hill country. Boaters enjoy nearby lakeside amenities while bikers and hikers take full advantage of the trails. Fully furnished cabins and RV hookups, too! Great getaway for family and friends!



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Image area:  
3<sup>3</sup>/<sub>8</sub>" x 2"  
300 dpi

The Park is one of the largest within the state and provides visitors breathtaking views of the hill country. Boaters enjoy nearby lakeside amenities while bikers and hikers take full advantage of the trails. Fully furnished cabins and RV hookups, too! Great getaway for family and friends!

Text area:  
up to 50 words

Logo area:  
2" x 3/4" max.

Telephone and website line



The Lake is one of the largest reservoirs within the state and provides visitors some of the finest freshwater fishing available. Boaters enjoy lakeside amenities while bikers and hikers take advantage of the nearby trails. Fully furnished cabins and RV hookups, too! Great getaway for family and friends!



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