

A PUBLICATION **DECISION-MAKERS RELY ON...**

THE HOUSTON **lawyer**

The Houston Lawyer — the bimonthly publication for members of the Houston Bar Association (HBA) — delivers your message to an audience of more than 31,000* readers (circulation: +/-12,000) the first week of every other month. HBA members comprise some of the nation's most affluent consumers.



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

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+

OUR PUBLICATION...



ADVERTISING RATES & SPECIFICATIONS

THE HOUSTON **lawyer**

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COVERS AND PREMIUM PAGES (4C ONLY)

INSERTION	1X	3X	6X
Back Cover	\$4,440	\$4,068	\$3,576
Inside Front Cover	3,840	3,540	3,216
Inside Back Cover	3,480	3,216	2,940
Across Table of Contents	3,480	3,216	2,940
Center spread (2 pgs)	6,960	6,480	5,940
Double spread (4 pgs)	9,360	8,640	8,100

AD SIZES (ALL SIZES WIDE X HIGH)

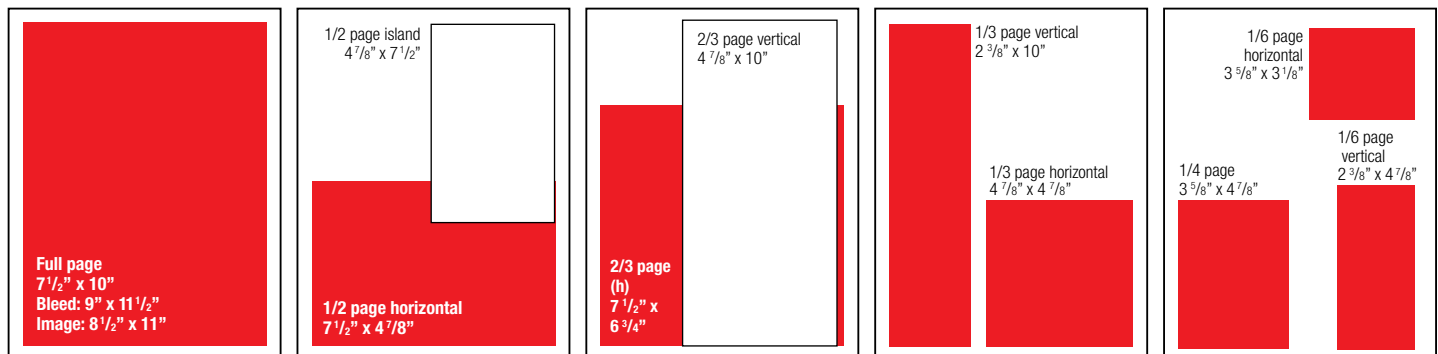
Full Page:	7 1/2" x 10"	• bleed: 9" x 11 1/2"	• image: 8 1/2" x 11"
2/3 page:	Vertical: 4 7/8" x 10"	•	Horizontal: 7 1/2" x 6 3/8"
Half page:	Island: 4 7/8" x 7 1/2"	•	Horizontal: 7 1/2" x 4 7/8"
1/3 page:	Vertical: 2 3/8" x 10"	•	Horizontal: 4 7/8" x 4 7/8"
1/4 page:	Vertical: 3 5/8" x 4 7/8"	•	Horizontal: not available
1/6 page:	Vertical: 2 3/8" x 4 7/8"	•	Horizontal: 3 5/8" x 3 1/8"

INSIDE PAGES (4 COLOR)

INSERTION	1X	3X	6X
Full page	\$3,000	\$2,850	\$2,496
2/3 page	2,520	2,250	2,028
1/2 page	2,040	1,830	1,668
1/3 page	1,668	1,470	1,308
1/4 page	1,320	1,170	954
1/6 page	948	810	594

INSIDE PAGES (BLACK & WHITE)

INSERTION	1X	3X	6X
Full page	\$2,200	\$2,050	\$1,828
2/3 page	1,948	1,780	1,510
1/2 page	1,348	1,210	994
1/3 page	880	730	514
1/4 page	670	610	394
1/6 page	494	380	290



SPECIFICATIONS

3x and 6x rates must be run in consecutive issues.
 Inserts and reply cards accepted only when faced w/full page ads.
Inserts: please call for details.

SPOT COLOR: Based on process colors + \$150 B&W prices

ART REQUIREMENTS: High resolution PDF or TIFF files (300+ DPI)
 4-color ads: Color proofs; black & white: Positive print.

CONVERSIONS/ALTERATIONS: Advertisers sending files different than PDF or TIFF will be charged for file conversion.

PUBLISHER

Quantum/SUR

10306 Olympia Dr.

Houston, TX 77042

tel: **281.955.2449 ext. 1**

fax: **281.893.1587**

www.thehoustonlawyer.com

Send artwork materials to:

art@quantumsur.com

