

# REBA NEWS

*The Real Estate Bar Association For Massachusetts*

## REBA News

REBA News is published quarterly by REBA in partnership with Massachusetts Lawyers Weekly and inserted in the full distribution of Massachusetts Lawyers Weekly's 10,000 weekly distribution. 500 additional copies provided to REBA for additional distribution. REBA News is available on-line at [www.massrelaw.com](http://www.massrelaw.com) and [www.masslawyersweekly.com](http://www.masslawyersweekly.com). Newspaper advertising will also appear in on-line version of REBA News. According to Readex Research 16,400 lawyers practice real estate law in Massachusetts.

## Mechanical Data

*Trim Size:* 11" x 13.5"

*Printable Area:* 10" x 12"

*Binding:* Fold

*Method of Printing:* Offset full run

*Halftone Screen Requirements:*

85 line screen preferred; 100 maximum

240 maximum density

*Digital Ad Specifications:*

PDF files are preferred. All fonts embedded or outlined.

If sending other than PDF, Quarkxpress, Indesign are acceptable with all images and fonts included. Must provide all screen and printer fonts. Images must be at 100 line screen, at least 200dpi; TIFF format for black and white and EPS for color. All colors must be in CMYK mode. Macintosh format CD-Roms. Call for settings and specifications for PDF files.

*Errors:*

Advertisers are responsible for checking the first insertion of the advertisement and notifying their Lawyers Weekly representative of any errors. Advertisers must report errors immediately to receive any compensation. No allowance will be made for errors that do not materially affect the value of the ad.

*Printing Specifications:*

Specifications for web offset publications (SWOP) adopted.



## Advertising Rates 2010

Size	1x	4x
Back Page	2975	2200
Full	2520	1875
Half	1525	1090
1/4	840	610
1/8	455	350

MLW Contract advertisers:  
5% discount

Real Estate Service Directory: \$195/year, 4 issues

4 Color \$475

2 color \$215

Banner ad on REBA News Web page  
\$165/Month, Dimensions: 239 x 65 pixels

## Advertising Dimensions

Full Page 10" x 12"

1/2 Page Vertical 5" x 12"

1/2 Page Horizontal 10" x 6"

1/4 Page Vertical 5" x 6"

1/4 Page Horizontal 10" x 3"

1/8 Page Vertical 2.375" x 6"

1/8 Page Horizontal 5" x 3"

Service Directory 1.878" x 2"

**2010 Issue Dates:** Jan. 18, April 15, July 5, Oct. 4  
Deadline 3 weeks prior to issue date

Effective January 1, 2010

For advertising in REBA News call Melanie Footer at 617-218-8121 or email [melanie.footer@lawyersweekly.com](mailto:melanie.footer@lawyersweekly.com).