

Mahlab

2010 Advertising Pack

NSW Law Diary / Directory

The Mahlab Group has produced the the **NSW Law Diary/Directory** for 30 years. Combining a diary with a directory that contains information used on a daily basis by legal professionals, it is a valuable working tool for the New South Wales legal sector.

The NSW Law Diary is currently used by over 90% of barristers and 50% of solicitors across the major law firms in NSW and the ACT.

Advertising is ideal for companies providing services to legal professionals, or charities who want to reach solicitors writing wills on behalf of clients.

The **Mahlab NSW Law Diary/Directory** is used by this niche market as an everyday tool, so advertising allows you to develop recognition of your organisation or products.



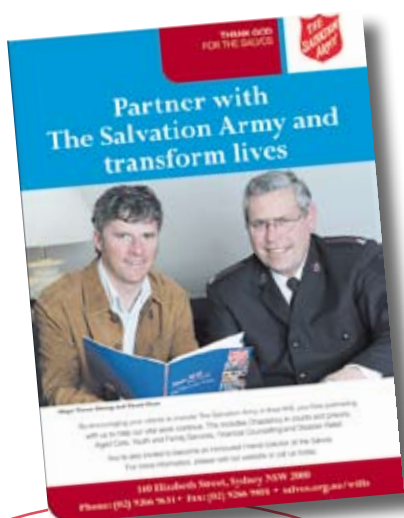
More Benefits for Not for Profit Organisations

PACKAGE DISCOUNTS

Not for Profit Organisations who advertise in the Mahlab NSW Law Diary/Directory also receive a complimentary bold listing in the Australian Directory of Not For Profit Organisations.

Package discounts for advertising in both publications are also available. The directory is published annually and distributed free of charge to 56,000 individuals across Australia.

It is published by Pro Bono Australia, which was developed out of the Mahlab Group as a social enterprise to resource the Australian Not for Profit sector.



'The Salvation Army Australia Eastern Territory has advertised in the Mahlab publication the New South Wales Law Diary for over a decade.

We have found the staff at Mahlab to be efficient and resourceful and the publication itself to be of substance and does assist us addressing this important market.'

Graham Cooke

Wills and Bequests Director - The Salvation Army

Advertising Options

TAB ADVERTISEMENT

Prominent full colour advertisement on one of the Diary/Directory dividers.

20 Tab divider positions available:

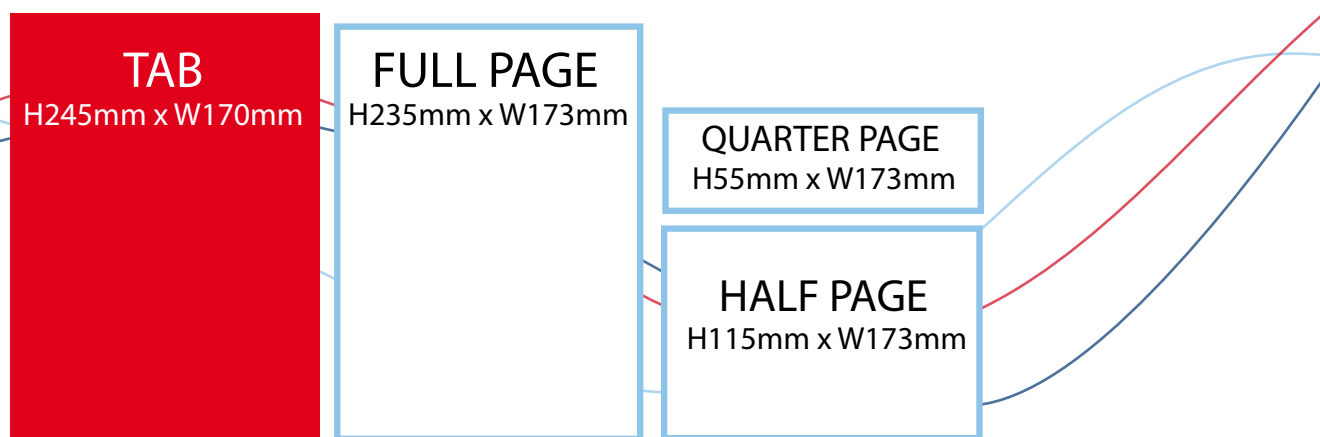
- Diary & Forward Planner
- Courts & Tribunals, Notaries
- Charitable Bequests & Legal Support Services
- Calendar, World Times & Holidays
- Litigation & Legal Aid
- Barristers, Queens Counsel, Crown Prosecutors
- Solicitors - Metro
- Solicitors - Country & ACT
- Local Council Officers
- Important Addresses & Telephone Numbers
- Conveyancing Costs & Duties

Tab advertisers also receive a complimentary quarter page advertisement.

PAGE ADVERTISEMENT

Full, half or quarter page grayscale advertisement in the body of the directory.

Each advertisement is indexed in the 'Charitable Bequests & Legal Support Services' section of the directory. The advertisement can also be placed in this section, or at the bottom of a relevant page throughout the Diary/Directory.



5% Early Bird Discount
(ends 17 April 2009)

TAB Advertisement +FREE 1/4 PAGE	\$3500.00 (incl GST)	\$3325.00
Full Page Advertisement	\$2130.00 (incl GST)	\$2023.50
Half Page Advertisement	\$1200.00 (incl GST)	\$1140.00
Quarter Page Advertisement	\$660.00 (incl GST)	\$627.00

Ask about advertising package discounts for Not for Profit Organisations

Booking and Artwork Information

EARLY BIRD BOOKING DEADLINE: 17 April 2009
FINAL BOOKING DEADLINE: 31 May 2009

For more information, please contact
Janine Kewming, Advertising Sales Manager
p: 03 8080 5650 e: advertising@mahlab.com

ARTWORK REQUIREMENTS

Artwork is required by **10 July 2009**.

Mahlab can provide assistance with artwork design and amendments. Please contact us to discuss.

TRIM AREA & PRINTER MARKS

The advertising artwork for the diary/directory is FLOATED on the page

- NO TRIM is required
- NO PRINT MARKS are required

The dimensions of the advertisement are the full dimensions, and no margins are required.

IMPORTANT INFORMATION

Mahlab will accept no responsibility for material that is received after deadline. All ads must be completed in accordance with standard printing specifications, as outlined above.

Changes to material can be made by Mahlab, however, there is a small fee for this and we require all artwork to be signed off. The publisher reserves the right to refuse any advertisement.

Should you wish to be present at the press approval, please confirm this with us.

DIGITAL FILES

All files must be supplied as press ready digital files. We prefer PDF and also accept JPEG or EPS files. Colour must be PROCESS CMYK

- no spot/Pantone colours or RGB colours.

All fonts need to be embedded or outlined.

Photos need to be a minimum resolution of 250dpi.

Images containing text need to be a minimum resolution of 600dpi.

Please try to avoid ink weights over 300% in the black areas of photos.

It is recommended to send a hard copy colour proof of all digital artwork.

Mahlab

Mahlab Group

Suite 302 685 Burke Rd Camberwell VIC 3124

P: 03 8080 5650 F: 03 8080 5649

E: advertising@mahlab.com

www.mahlab.com

AN AFFILIATE OF

**Pro Bono
Australia**