

# BALANCE MEMBERS JOURNAL

LAW SOCIETY NT

LAST UPDATED 3 JULY 2017 – RATES REVIEWED AND UPDATED 1 JULY ANNUALLY

## OVERVIEW

Published quarterly and delivered to over 700 members, *Balance* is the Society's flagship publication for legal professionals in the Northern Territory (NT) and features topical legal articles sourced from prominent lawyers and experts in their specific areas of practice.

Featuring regular columns, sections are devoted to developments in law reform, NT-specific issues, information technology, professional standards, continuing professional development, book reviews and summaries of judgments.

Readers are typically tertiary educated, high income earners with busy lifestyles, who seek to enhance and maximise their holiday, family and leisure time. Being career driven, they also seek professional advancement. The target market is ideally suited to quality goods and services for businesses, travel and leisure, health and wellbeing, finance and investment as well as electronic and entertainment products.

*Balance* readership consists of the following:

- All barristers and lawyers practicing in the NT
- Members of the NT judiciary
- Federal and NT politicians
- Government agencies and senior public servants
- Interstate and international law societies
- Interstate law libraries

- University libraries
- Members of the media
- Subscribers.

*Balance* is the ideal medium to build brand awareness and speak directly to members of an attractive market professionally, personally and in business.

For further information about *Balance* and to discuss your needs, please contact:

**Editor of *Balance***  
Law Society Northern Territory  
E [balance@lawsocietynt.asn.au](mailto:balance@lawsocietynt.asn.au)  
T (08) 8981 5104

## THE PRACTITIONER, MEMBERS E-NEWSLETTER

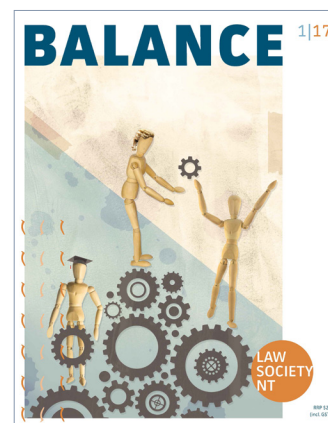
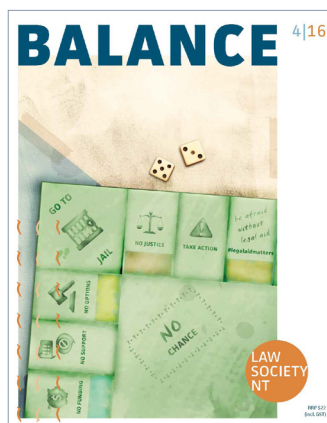
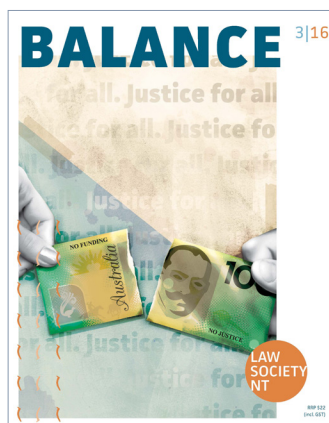
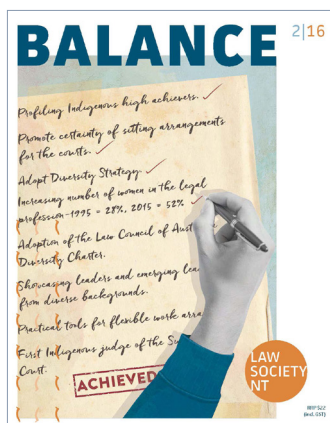
*Practitioner* is an electronic newsletter delivered to members on a weekly to fortnightly basis.

Currently distribution is approximately 700 members. *The Practitioner* keeps readers up-to-date on current news and events, law reform and legislation changes, employment opportunities, continuing professional development and court matters.

If you would like more information about *The Practitioner*, please contact:

**Editor of *The Practitioner***  
Law Society Northern Territory  
E [practitioner@lawsocietynt.asn.au](mailto:practitioner@lawsocietynt.asn.au)  
T (08) 8981 5104

Terms and conditions may apply.



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# BALANCE ADVERTISING RATES & SPECS 17/18

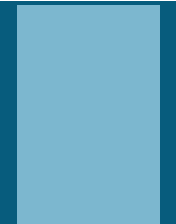

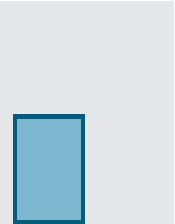


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ADVERTISING	SIZE	SIZE + 3 MM BLEED	COST INC. GST
Single page	H 270 mm x W 210 mm	H 276 mm x W 216 mm	\$690
Inside front cover <sup>i</sup>	H 270 mm x W 210 mm	H 276 mm x W 216 mm	\$750
Back cover <sup>i</sup>	H 270 mm x W 210 mm	H 276 mm x W 216 mm	\$750
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INSERTS	SIZE	COST INC. GST
0 – 31.25 grams	Up to A4	\$0.95 per insertion x 700 copies: \$660
31.26 – 62.5 grams	Up to A4	\$1.38 per insertion x 700 copies: \$965
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 <p><b>FULL PAGE (HXW):</b> 270 mm x 210 mm</p> <p>With 3 mm bleed: 276 mm x 216 mm</p> <p>Internal safe margins: 20 mm left and right; 5 mm top and bottom</p>	 <p><b>HALF PAGE (HXW):</b> 135 mm x 210 mm</p> <p>With 3 mm bleed: 141 mm x 216 mm</p> <p>Internal safe margins: 20 mm left and right; 5 mm top and bottom</p>	 <p><b>QUARTER PAGE (HXW):</b> 130 mm x 85 mm</p> <p>With 3 mm bleed: 136 mm x 91 mm</p> <p>Internal safe margins: 5 mm left and right; 5 mm top and bottom</p>
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## ARTWORK SPECS

- Jpeg (not PDF)
- 300 dpi, CMYK
- 3 mm bleed
- No crop marks
- No Pantone colours

## CONTENT DEADLINES

- Edition 3/2017: 5 Jul 2017<sup>ii</sup>
- Edition 4/2017: 27 Sep 2017<sup>ii</sup>
- Edition 1/2018: 24 Jan 2018<sup>ii</sup>
- Edition 2/2018: 4 Apr 2018<sup>ii</sup>

## ARTICLE GUIDELINES

- 650 words per page – including headings and footnotes etc.
- Columns: 2 pages
- Feature articles: 2 to 4 pages
- Book reviews: 0.5 to 1 page (please provide a photograph of the book)
- Please provide articles in MS Word format – PDF documents will not be accepted
- Please provide high resolution photographs if applicable
- Please provide raw chart/graph/table data in MS Excel if applicable

## PLEASE NOTE

- Advertising slots may not be available. Please contact the Editor of *Balance* to confirm.
- Content deadlines are subject to change – please email: [balance@lawsocietynt.asn.au](mailto:balance@lawsocietynt.asn.au) to confirm. Publication distribution is approximately 4 weeks after content deadlines.

# BALANCE ADVERTISING

## BOOKINGS 17/18



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OFFICE USE ONLY

BOOKING ACCEPTED	EDITION NUMBER/YEAR	TOTAL COST INC. GST	INVOICE NUMBER
<input type="checkbox"/> YES <input type="checkbox"/> NO	<input type="checkbox"/> 03/17 <input type="checkbox"/> 04/17 <input type="checkbox"/> 01/18 <input type="checkbox"/> 02/18		

### 1. CLIENT DETAILS

Organisation: .....

Not-for-profit organisation:  Yes  No

Contact name: .....

Mailing address: .....

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Advertising and insertions may be declined due to prior bookings or weight restrictions.

It is the responsibility of the advertiser to ensure that the Law Society Northern Territory has received 700 insertions prior to the mailout date of the applicable *Balance* issue.

Not-for-profit organisations receive a 15% discount.

Advertising rates, unless specified, exclude design, artwork, paper/copying and freight; all of which remain the responsibility of the advertiser.

Prices effective as of 1 July 2017 and are subject to change.

Publication and deadline dates are subject to change.

Insertions cannot exceed 125 grams in weight.

### 2. BOOKING INFORMATION

#### Edition:

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#### Classifieds:

- Text only:  
\$0.80 per word, max 85 words  
**Number of words:** .....
- Text + simple mono graphic:  
\$0.80 per word, max 85 words + \$50  
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#### Inserts:

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EFT to: Law Society Northern Territory – National Australia Bank – BSB: 085933 – Account: 677408737  
(Please email remittance advice to [finance@lawsocietynt.asn.au](mailto:finance@lawsocietynt.asn.au))

Debit my:  Visa  Mastercard for the amount of: \$  ,    .

Card number:     -     -     -     Expiry date:   /

3-digit CCV security code:

Cardholder name: ..... Cardholder signature: .....

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