



# Palm Beach County Bar Association

# BULLETIN

## Display Advertising Rate Sheet

### DISPLAY ADVERTISEMENTS

**Standard Ad:**

3.75" wide x 3.5" deep  
or 2.5" wide x 5" deep

**1/3 Page Ad:**

5" wide x 5" deep  
or 2.5" wide x 10.25" deep

**1/2 Page Ad:**

7.75" wide x 5" deep

**Full Page Ad:**

7.75" wide x 10.25" deep

**Set-up Charge:**

Full Page \$50.00  
All Other Sizes: \$35.00

The flagship publication of the PBCBA, *The Bulletin* is distributed to 3,000 PBCBA member attorneys, judges, other legal professionals, and other subscribers. The publication features a variety of articles and columns our members look forward to reading each month, including news about upcoming events, latest Court or Clerk's Office news, photos from our events, judicial profiles, and a calendar of upcoming social events and seminars. *The Bulletin* is a staple in virtually every law office and is a perfect way to reach an influential group of leaders who need the products and services you provide!

### INSERTION RATES

#### Frequency Discounts for Multiple Insertions

Prepayment must be received by Submission Deadline.

	1x	10% 3x	15% 6x	20% 11x
<b>Insertions:</b>				
<b>Standard (\$):</b>	<b>300.00</b>	<b>810.00</b>	<b>1,530.00</b>	<b>2,640.00</b>
(Avg. Rate)		(270.00)	(255.00)	(240.00)
<b>Third-Page (\$)</b>	<b>435.00</b>	<b>1,174.00</b>	<b>2,219.00</b>	<b>3,828.00</b>
(Avg. Rate)		(391.00)	(369.83)	(348.00)
<b>Half-Page (\$):</b>	<b>577.00</b>	<b>1,558.00</b>	<b>2,942.00</b>	<b>5,078.00</b>
(Avg. Rate)		(519.00)	(490.33)	(461.64)
<b>Full-Page (\$):</b>	<b>880.00</b>	<b>2,376.00</b>	<b>4,488.00</b>	<b>7,744.00</b>
(Avg. Rate)		(792.00)	(748.00)	(704.00)

(Parentheses indicate average approximate rate-per insertion)

### ADVERTISING DEADLINES

Please note that advertising space closes the 6 weeks prior to publication date.

Issue	Ad Deadline
January .....	November 15th
February .....	December 15th
March .....	January 25th
April .....	February 25th
May .....	March 25th
June .....	April 25th
July/August .....	June 15th
September .....	July 25th
October .....	August 25th
November .....	September 25th
December .....	October 25th

### DISPLAY ADVERTISING INFORMATION

**Copy Placement Policy:** Position requests are not guaranteed

**Circulation:** 2,900 issues per month

**General Policies:** Payment is expected at time of insertion

**Editorial Content:** Substantive legal articles; court notes; notices of seminars relating to the legal profession; news and coverage of Bar Association social functions.

**Call Shoshanah Spence to reserve space or for more information at (561) 687-2800.**

**For more information on the Palm Beach County Bar Association or for Classified and Web-site Advertising call: Shoshanah Spence, Administrative Assistant, Phone: (561) 687-2800, Fax: (561) 687-9007**

### CLASSIFIED ADVERTISEMENTS

**Bulletin Board Section**

50 words\* or less \$50 per insertion  
51-75 words: \$65 per insertion  
Classified box: \$75 per insertion  
(up to 75 words)

### WEBSITE ADVERTISING

Classified advertising is now available on the Bar's web-site (palmbeachbar.org) for a cost of \$50 for a three-week run. Payment must be received prior to publishing and is renewable only upon receipt of next payment.



Palm Beach County Bar Association  
1601 Belvedere Road, Suite 302 E  
West Palm Beach, FL 33406  
**(561) 687-2800**  
**Fax: (561) 687-9007**

\*Attorney members entitled to free classified ad per year (of not more than 50 words per ad). Professional Announcements are not free and are charged according to the above chart.  
**Collection Costs:** You agree to pay all attorney fees. Collection fees, court costs and any other expenses in connection with collecting any charges under this agreement or otherwise in enforcing the terms of this contract. Interest will be charged at the rate of 18% per annum on full outstanding sum due.

## DISPLAY ADVERTISEMENT DIGITAL FILE REQUIREMENTS

All ads must be high resolution at least 300 dpi (dots per inch) and ads in one of the following formats will be accepted:

- Print optimized PDF (preferred) (MAC or PC)  
All fonts must be embedded!
  - JPEG, EPS or TIF, 300 dpi (MAC or PC)
  - Quark 4.0 - 6.5 (MAC)
  - Adobe Photoshop 6.0 - 8.0 (MAC or PC)
  - Adobe Illustrator CS2 or before  
All fonts must be turned into outlines
- Please include all fonts, logos and support files.  
- Ads must be camera ready.  
- All images must be high resolution images (300 dpi) and we reserve the right to refuse low resolution/poor quality images.

### PHOTOS / ARTWORK / LOGOS

All art must be at least 300 dpi (dots per inch) which is a high resolution image used in any printed format such as brochures, magazines and/or newsprint.

DO NOT send or place an image from the web. These are typically 72 dpi and are not acceptable for print media.

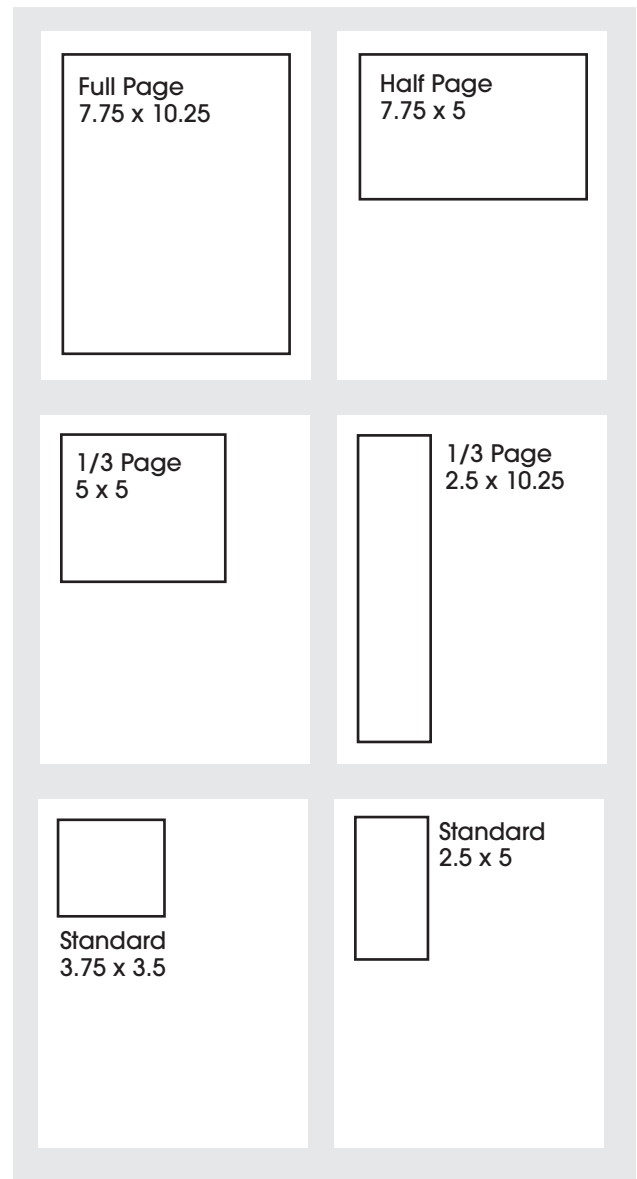
### ADS SENT IN THE WRONG FORMAT

If your ad is sent in the wrong format, you will be contacted by the Palm Beach County Bar Association. Ads which do not meet our digital requirements must be corrected by the deadline. The Palm Beach County Bar Association will make every effort to utilize files sent to us, but ads that have to be recreated, resized or reformatted (this includes Word files) will be charged a set-up charge.

Please mail your files on CD to:  
Palm Beach County Bar Association  
Attn: Shoshanah Spence  
1601 Belvedere Road, Suite 302 E  
West Palm Beach, FL 33406  
(561) 687-2800

Completed, approved ads may also emailed to:  
sspence@palmbeachbar.org

### DISPLAY AD SIZES



Palm Beach County Bar Association  
1601 Belvedere Road, Suite 302 E  
West Palm Beach, FL 33406  
**(561) 687-2800**  
**Fax: (561) 687-9007**

**PALM BEACH COUNTY BAR ASSOCIATION BULLETIN ADVERTISEMENT INSERTION ORDER**

Name of Advertiser \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Email Address \_\_\_\_\_

**DISPLAY ADS**

Please indicate ad size (refer to sizes on rate sheet): \_\_\_\_\_

Issue(s) ad is to run: \_\_\_\_\_

**CLASSIFIED ADS / PROFESSIONAL ANNOUNCEMENTS**

Please email classified ads to [sspence@palmbeachbar.org](mailto:sspence@palmbeachbar.org)

**PAYMENT INFORMATION**

(refer to rate sheet for pricing information)

Payment enclosed \$ \_\_\_\_\_ Check number \_\_\_\_\_

Or charge my Credit Card (check one)  MC  VISA  AmEx Amount \$ \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Expiration date: \_\_\_\_\_

Name/address of credit card holder \_\_\_\_\_

Please Note:

- ✓ **Payment:** Full payment is to be submitted with a signed copy of this contract by submission deadline (see dates on rate sheet) along with digital file(s)
- ✓ **Copy Placement Policy:** The location of display ads shall be at the discretion of the PBCBA.
- ✓ **Approval of Advertising:** All advertising is subject to the approval of the PBCBA
- ✓ **Checks:** Make checks payable to Palm Beach County Bar Association.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Palm Beach County Bar Association  
 1601 Belvedere Road, Suite 302 E  
 West Palm Beach, FL 33406  
 (561) 687-2800  
 Fax: (561) 687-9007  
 Shoshanah Spence: [sspence@palmbeachbar.org](mailto:sspence@palmbeachbar.org)