



Palm Beach County Bar Association BULLETIN

Display & Web Advertising Rate Sheet

The flagship publication of the PBCBA, *The Bulletin* is distributed to 3,200 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!

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:

\$50.00 Per Hour

INSERTION RATES

Frequency Discounts for Multiple Insertions

Prepayment must be received by Submission Deadline.

	1x	10% 3x	15% 6x	20% 11x
Insertions:				
Standard (\$): (Avg. Rate)	340.00	919.00	1736.00	2994.00
Third-Page (\$) (Avg. Rate)	491.50	1327.00	2507.00	4325.00
Half-Page (\$): (Avg. Rate)	653.50	1765.00	3332.50	5750.00
Full-Page (\$): (Avg. Rate)	999.00	2697.50	5095.00	8792.00

(Parentheses indicate average approximate rate-per insertion)

ADVERTISING DEADLINES

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

Ad Deadline	Month Printed
July 25.....	September
August 25	October
September 25.....	November
October 23.....	December
November 13.....	January
December 15	February
January 25.....	March
February 25.....	April
March 25.....	May
April 25.....	June
June 15.....	July/August

ONLINE WEB ADVERTISING INFORMATION

	1x	3x	6x	11x
Box Ad Size 200x200	175.00	480.00	840.00	1320.00
Banner Ad Size 728x90				

DISPLAY ADVERTISING INFORMATION

Copy Placement Policy: Position requests are not guaranteed

Circulation: 3,200 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.

CLASSIFIED AND WEB ADVERTISEMENTS

Classified ads in our Bulletin Board Section (excluding hearsays and professional announcements) are \$75.00 per insertion for up to 55 words. This will also include posting of your ad on our website classified ad page (for up to 3 weeks) For classified ads running in the Bulletin, there will be an additional \$10.00 fee to have a bounding box placed around your ad. Payments must be received prior to publishing and is renewable only upon notification to mjohnson@palmbeachbar.org by the deadline and receipt of next payment.

*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.

For more information on the Palm Beach County Bar Association or for Classified and Web-site Advertising contact: **Mikki Johnson, Administrative Assistant, Phone: (561) 687-2800, mjohnson@palmbeachbar.org**

Palm Beach County Bar Association
1507 Belvedere Road
West Palm Beach, FL 33406
(561) 687-2800
Fax: (561) 687-9007

Rate effective 4/20/2016

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 8 (MAC)
 - Adobe Photoshop CS5 or before
 - Adobe Illustrator CS5 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.

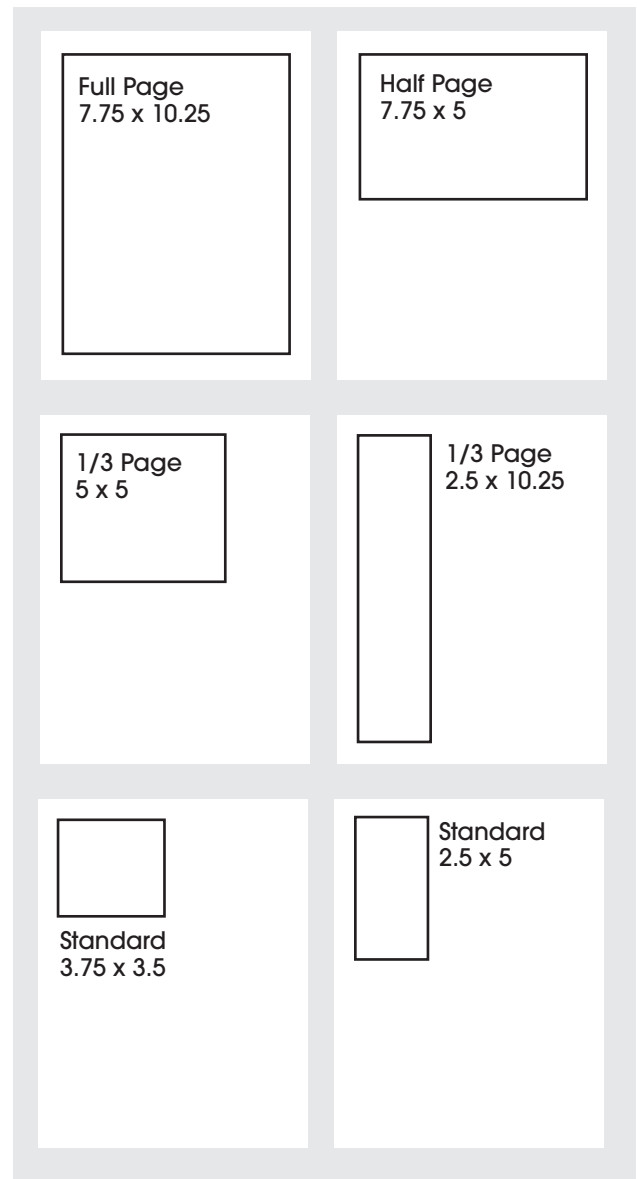
DO NOT send or place an image from the web. These are typically 72 dpi and are not acceptable for print media.

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 at **\$50.00** per hour

Please e-mail your files to:
Mikki Johnson (mjohnson@palmbeachbar.org)

DISPLAY AD SIZES



Palm Beach County Bar Association
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(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 astjohn@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 _____

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