

PALM BEACH COUNTY BAR ASSOCIATION BULLETIN



ADVERTISING OPPORTUNITIES 2024 - 2025

QUICK FACTS

- Publication sent to over 2,500+ Members
- Available at the beginning of each month in mail or online to the public at no charge
- Full-color high quality pages-only
- 11x issues per year (with July/August combined issue)
- Bar Bulletin recognized and established since 2004



ABOUT THE PUBLICATION

The Palm Beach County Bar Association Bulletin is a monthly magazine (11 issues per year with July/August being a combined issue) and the flagship publication of the Palm Beach County Bar Association. Each issue varies from 28-32 pages, is produced with a glossy finish and offers full-color throughout.

AUDIENCE

Who's reading The Palm Beach County Bar Association Bulletin?

The magazine boasts a base of readers from two categories: the nearly 3,000 PBCBA members including Palm Beach County's lawyers, law professors, judges, law clerks, law students, and other court personnel; as well as the high-demographic readers with an interest in the law and its convergence with other key areas of our society who subscribe. Our readers are attractive to advertisers whose products and services are directed at lawyers and the legal profession, including information services, data processing, business software, and recruitment; and to advertisers with broader, consumer-based messages in areas like travel, food, real estate, publishing and online services, corporate image, and financial services.

For a proposal, please reach out to [Derek Loiseau](#), PBCBA Publications Coordinator, at (561) 687-2800 or DLoiseau@palmbeachbar.org.

ONLINE DIGITAL BULLETIN

The Palm Beach County Bar Association Bulletin also provides its members and the public a free online interactive Bulletin option. The digital issue is the same as the hard copy issue but allows for interactive links and URLs to be included. Advertisers can provide specific links that will be included in the applicable issue. This option is included with any Bulletin advertising option. Online issues are released at the beginning of each month. Subscription is free to anyone who accesses the web-version. All previous Bulletins are available by visiting www.palmbeachbar.org.



PBCBA General Advertising Policy



A. All advertisements, including all text and graphics, submitted for publication, whether in print, on the PBCBA Website or in one of the PBCBA's e-publications, are subject to the approval of the PBCBA. All advertisers must adhere to published advertising deadlines, in order to ensure adequate time for review by the PBCBA. The PBCBA reserves the right to reject any advertisement for any reason, at its sole discretion.

B. A signed, dated PBCBA insertion order must be in effect by the space reservation date for each issue. Cancellations are not accepted after the closing date (also referred to as the "art deadline"). If space reservation is received and materials do not arrive before the published closing date, the advertiser will be billed for space.

C. Position of advertisements will be guaranteed only when a premium is paid, per the most current PBCBA advertising rate card.

D. A specific premium position may be secured by the advertiser for up to one year at a time only, at the discretion of the PBCBA, and placement is not guaranteed from year to year or contract to contract.

E. The PBCBA insertion order is a contract for advertising. **The insertion order will ONLY be considered an executed and binding contract if it contains signatures from authorized representatives of BOTH the advertiser and the PBCBA.**

F. The PBCBA will not be bound by any conditions printed or otherwise appearing on any insertion order or contract when they conflict with the terms and conditions of the PBCBA's policies for accepting advertising.

G. All print and digital ads to run in PBCBA publications must meet the specifications outlined by the PBCBA. **The PBCBA is not responsible for errors in ad copy or artwork furnished by the advertiser.**

H. Print ads must be submitted in high resolution PDF format. If corrections, edits, or adjustments need to be made by the PBCBA, the advertiser will be charged for edits at a rate of \$60.00 per hour or fraction thereof.

I. The inclusion of advertising materials in PBCBA's publications, on the PBCBA website, or in the

PBCBA's e-publications does not constitute an endorsement of advertisers, or their products or services.

J. Though reviewed by the PBCBA, the advertiser assumes complete responsibility for the contents of all advertising copy and artwork submitted, printed, and published pursuant to this agreement.

K. The advertiser represents and warrants that it owns or otherwise has rights to publish all copyrights, trademarks, and content in its advertisements submitted to the PBCBA for publication.

L. Advertiser shall defend and indemnify the PBCBA, its agents, affiliates, and employees from all claims arising from and related to the content of its advertisements and its publications, including, without limitation, claims of defamation, slander, and libel.

M. The PBCBA does not offer any commissions for advertising agencies or marketing firms placing ads on behalf of their clients. The PBCBA reserves the right to partner with national advertising programs for website or print advertising, and honor commissions associated with such programs.

N. The PBCBA reserves the right to print the word "advertisement" adjacent to any advertisement that could possibly be misconstrued as editorial. All advertising policies also apply to "advertorials" or any "sponsored" articles the PBCBA chooses to include on its website, in digital publications, or in any print publication.

O. The rate cards for The Bar Bulletin, the PBCBA website, and e-publications are updated annually and available from the Publications Department and on the PBCBA website.

P. Payment terms

- All ads are prepaid.
- Payment deadline is the same as the space reservation deadline for every PBCBA publication.
- If art materials do not arrive before the corresponding published closing date, the advertiser will not receive a refund of any prior payment for that space. In such cases, the PBCBA reserves the right to fill that contracted space with other content.



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DISPLAY AD SIZES & WEB RATES FOR ADVERTISING

Web Content Marketing				
Box Ad 200x200	1x \$175.00	3x \$480.00	6x \$840.00	11x \$1320.00
Banner Ad 728x90	1x \$175.00	3x \$480.00	6x \$840.00	11x \$1320.00

Classified & Web Advertisements
Classified ads in the Bulletin Section (excluding hearsays and professional announcements) are \$85.00 per insertion up to 65 words. This includes posting of your ad on our website. Payments must be received prior to publishing.
<i>*Active Members are entitled to one(1) free classified ad per year.</i>

INSERTION RATES

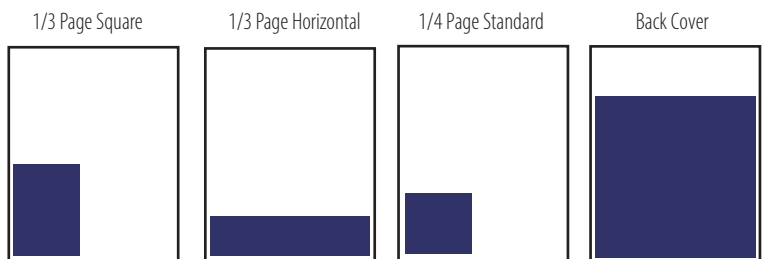
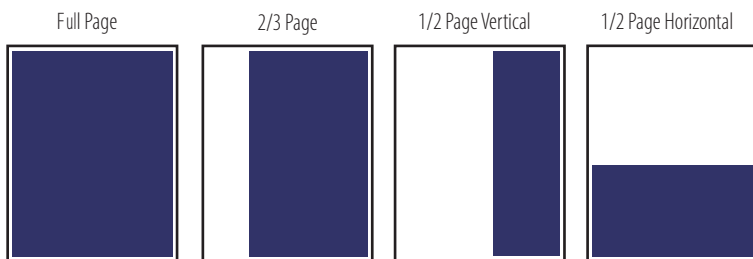
Ad Size	1x	3x	6x	11x
1/4 Page	350.00	945.00	1785.00	3080.00
1/3 Page	499.00	1347.00	2544.00	4391.00
1/2 Page	650.00	1755.00	3315.00	5720.00
2/3 Page	925.00	2497.00	4717.00	8140.00
Full-Page	1199.00	3237.00	6114.00	10551.00

Ad Size	1x	3x	6x	11x
2-Full Pages	1999.00	5397.00	10194.00	17591.00
Back Page	1499.00	4047.00	7644.00	13191.00
Inside Back (Full-Page)	1350.00	3645.00	6885.00	11880.00
Page 3 (Full-Page)	1499.00	4047.00	7644.00	13191.00
Guaranteed Placement	+100.00	+300.00	+600.00	+1100.00

AD SIZES & SUBMISSION DEADLINES

Ad Size	Width x Height
1/4 Page Ad Standard	3.675"x5"
1/3 Page Ad	5"x5" horizontal 2.5"x10" vertical
1/2 Page Ad	7.625"x5" horizontal 5"x7.625" vertical
2/3 Page Ad	5.0"x10" vertical
Full-Page Ad	7.625"x10.125"
Page 3 (Full-Page)	7.625"x10.125"
Inside Back (Full-Page)	7.625"x10.125"
Double-Page Ad	16"x10.125"
Back Cover	8.75"x8.625"
For questions regarding ad sizes or submission deadlines, please contact Derek Loiseau, Publications Coordinator, at DLoiseau@PalmBeachBar.org for more information.	

Month Printed	Deadline
January	November 15
February	December 15
March	January 15
April	February 25
May	March 25
June	April 25
July / August (combined)	June 15
September	July 25
October	August 25
November	September 25
December	October 25



Digital File Requirements
* All ads must be high resolution at 300dpi
* All fonts must be embedded
* JPEG, PNG, EPS or TIF, 300dpi
* Adobe Photoshop CS4 or later
* Adobe Illustrator CS4 or later
* All fonts must be turned into outlines
* Please include all fonts, logos and support files
* Ads must be camera-ready

Advertiser Discounts
Advertisers who purchase an insertion for 3 months receive a 10% discount
Advertisers who purchase an insertion for 6 months receive a 15% discount
Advertisers who purchase an insertion for 11 months receive a 20% discount
Supplemental Publications and Advertising Opportunities
* Website Display, www.palmbeachbar.org
* e-Newsletters sent directly to our Members each week
For inquiries, please contact Derek Loiseau, Palm Beach County Bar Association Publications Coordinator, at (561) 687-2800 or DLoiseau@PalmBeachBar.org.



For general inquiries, please contact the Bar Office at 561-687-2800 or by e-mail at info@palmbeachbar.org.

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Publications Coordinator, at 561-687-2800 or by e-mail at
DLoiseau@palmbeachbar.org.

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