

LAWYER

The magazine of the Hillsborough County Bar Association

Advertiser Rate Card & Contract 2016-2017

Get Connected. Stay Connected.

HILLSBOROUGH COUNTY BAR ASSOCIATION, 1610 N. Tampa St., Tampa, FL 33602
Contact: Stacy Williams • (813) 221-7779 • stacy@hillsbar.com • www.hillsbar.com

LAWYER MAGAZINE AD SIZES AND PRICING

Ad Sizes (Black & White or Full Color)	2016-2017 Multiple-Issue Commitment & Pre-Pay Discount (Price Per Issue)		
	1 ISSUE	3 ISSUES	6 ISSUES
BACK COVER: 7.5" W x 7" H Full color	N/A	\$2,160	\$1,855
INSIDE FRONT/INSIDE BACK COVER: 7.5"W x 10"H Full Page, Full Color	N/A	\$1,750	\$1,570
FULL PAGE: 7.25" W x 10" H Black & White / Full Color	\$900 / \$1,185	\$855 / \$1,070	\$795 / \$1,010
TWO-THIRDS PAGE VERTICAL: 4.75" W x 10" H Black & White / Full Color	\$635 / \$820	\$605 / \$785	\$555 / \$705
HALF PAGE: 7.25" W x 4.875" H Black & White / Full Color	\$525 / \$680	\$495 / \$635	\$450 / \$585
ONE-THIRD PAGE VERTICAL: 2.25" W x 10" H Black & White / Full Color	\$370 / \$475	\$350 / \$450	\$315 / \$410
ONE-THIRD PAGE HORIZONTAL: 7.25" W x 3.167" H Black & White / Full Color	\$370 / \$475	\$350 / \$450	\$315 / \$410
ONE-FOURTH PAGE SQUARE: 3.5" W x 4.875" H Black & White / Full Color	\$290 / \$375	\$270 / \$345	\$245 / \$305
ONE-FOURTH PAGE HORIZONTAL: 7.25"W x 2.333"H Black & White / Full Color	\$290 / \$375	\$270 / \$345	\$245 / \$305
BUSINESS CARD SIZE: 3.5" W x 2.167" H Black & White / Full Color	\$175 / \$235	\$165 / \$205	\$145 / \$185

*Classified advertising available - \$100 for 50 or fewer words, \$2 per word additional over 50

MATERIAL AND ART DEADLINES FOR PUBLICATION

DEADLINE	ISSUE
July 15	September/October
September 15	November/December
November 15	January/February
January 15	March/April
March 15	May/June
May 15	Summer

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LAWYER MAGAZINE TERMS & ADVERTISING CONTRACT

This is an advertising contract (the "Contract") between The Hillsborough County Bar Association ("HCBA") and _____ ("Advertiser"), dated ____/____/____ (month/day/year) .

BACKGROUND: HCBA publishes the Lawyer magazine six (6) times per year. HCBA desires to sell to Advertiser, and Advertiser desires to purchase, advertising space in the Lawyer. Accordingly, the parties agree as follows:

- 1. Term.** This contract shall be effective as of the date written above and shall continue through _____.
- 2. Insertion of Advertising.** HCBA agrees to insert in the Lawyer the advertising specified. The advertiser wishes to publish the advertisement, which is _____ (size of ad), in the _____ issues of the Lawyer magazine.
- 3. Payment.** Advertiser agrees to pay HCBA \$ _____ each time the advertisement is published in the Lawyer magazine for a total of \$ _____ (total amount of contract). Payment is to be SUBMITTED WITH THIS CONTRACT IN ADVANCE OF THE PUBLICATION DATE. All advertisers and advertising agencies are jointly responsible for payment of all insertions.
- 4. Advertisement.** Must be camera-ready. If design services are needed, additional fees apply.
- 5. Change of Copy; Cancellations.** Cancellations are not accepted, and copy corrections cannot be guaranteed after the deadline date. On contract or schedule insertions, previous copy will be repeated if change is not received by the deadline date.
- 6. Position of Advertisement.** The location of the advertisement(s) provided shall be at the discretion of HCBA. HCBA will try to accommodate but cannot guarantee positioning.
- 7. Printing Errors or Omissions.** This contract is not subject to cancellation or terminating because of any printing errors or omissions. Any error or omission shall be corrected by HCBA and made good by additional publication. HCBA's liability for any errors or omissions is limited solely to correction and republication.
- 8. Approval of Advertising.** The subject matter, form, size, wording, illustration, and typography of the advertising provided for by this contract shall be subject to the approval of HCBA, but HCBA shall make no changes in such advertising without Advertiser consent.
- 9. Charges; Type and Style.** Any revisions, special handling of electronic files, artwork, alterations, design, layout and typesetting will be billed extra to the advertiser by the publishing company. If HCBA is unable to set any advertisement in the type or style requested by Advertiser, HCBA shall set the advertisement in the type or style which, in HCBA's opinion, most closely corresponds to the requested type or style.
- 10. Change of Publication Schedule.** HCBA reserves the right to change the publication schedule without prior notice.
- 11. Indemnification of HCBA.** Advertiser represents that HCBA is authorized to publish the contents and subject matter of the advertisements covered by this agreement. Advertiser agrees to indemnify HCBA against any loss or expense resulting from any claims, actions, or proceedings based on the contents or subject matter of such advertisements.
- 12. Rates.** All rates are based on electronic files furnished in accordance with the specifications.
- 13. Entire Agreement; Modification.** This contract contains the final, complete, and exclusive expression of the understanding among the parties with respect to the transactions contemplated by this contract and supersedes any prior or contemporaneous agreements or representation, oral or written, by any of them.
- 14. Binding Effect.** This contract is binding on and is for the benefit of the legal and personal representatives, successors, heirs, or assignees of the parties.
- 15. Choice of Law.** This contract shall be governed by, and construed and enforced under, the laws of Florida.
- 16. PRODUCTION PRINTING REQUIREMENTS:**
 - Must be print ready; 200 line screen, high-resolution 300 dpi (at final size) with crop marks and fonts embedded
 - Color files must be prepared as CMYK not RGB
 - Electronic file formats accepted: PDF files, MAC/PC. Only electronic files can be accepted. Film cannot be accepted.
 - Web-prepared files or scans (low-res 72 dpi) are not suitable for offset printing and will not be accepted.
- 17. DEADLINE:** The 15th of the month, two (2) months prior to date of publication. See Insertion Order. Please submit schedule if changing advertisements for certain issues.

(Complete contract and insertion order on following page.)

LAWYER MAGAZINE INSERTION ORDER

COMPLETION INSTRUCTIONS: Please complete all information on the contract and insertion order. All advertising must be paid at the time the contract is submitted. Submission of Advertiser's electronic files must meet the specifications of the ad size.

Please make check payable to Hillsborough County Bar Association, and mail to:

HILLSBOROUGH COUNTY BAR ASSOCIATION
Attn: Stacy Williams
1610 N. Tampa St.
Tampa, FL 33602

To pay by credit card, call 813-221-7777.

Company Name of Advertiser

Contact Person for Advertiser

Signature of Advertiser

_____/_____/_____
Date

Address, City, State and Zip

Phone

Email Address

Ad size: _____

Color or Black & White: _____

**All advertisements must be sent to us camera ready and to exact size.*

Number of issues ad will be placed: _____ Issue(s): _____

Cost per issue: \$ _____

Total Payment: \$ _____

**All payments must be received prior to placing ad.*

ALL ADS AND CORRESPONDENCE MUST BE EMAILED TO STACY@HILLSBAR.COM.

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