

BAR ASSOCIATION OF ERIE COUNTY
BULLETIN

**ADVERTISING
SPECIFICATIONS AND
RATES
2019-2020**



Bar Association of Erie County
438 Main Street, 6th Floor
Buffalo, NY 14202
716.852.8687
www.eriebar.org

ADVERTISING IN THE BULLETIN

The Bar Association of Erie County has an exciting advertising opportunity for you. Consider placing an ad in our Bulletin! As you may know, our Bulletin is our most widely distributed publication, sent to over 3,400 attorneys, judges, and other legal professionals in the 8th Judicial District. We have six issues of the Bulletin each year. It provides our members with news and updates on the Association, the Erie County Bar Foundation, and Continuing Legal Education. It recognizes achievements and promotions of our member law firms and attorneys. The Bulletin also features timely, relevant, and well-written articles from some of our members on a variety of legal topics and issues.

Introducing our new Bulletin format!

Here are the features of our new Bulletin format:

- The Bulletin will be printed in a newsletter/magazine style, rather than newspaper style
- Each page will be 9" tall by 12" wide. There is a 0.75" margin on all sides.
- The Bulletin will now be printed in **full color** on all pages. There will be no additional charge to print your ad in full color. Black and white ads will still be accepted, but at the same rate as full color.
- Your ad will have a greater level of visibility. Ad saturation will be minimized by restricting ad placement to 1 or 2 per page, with the possibility of 3 - 4 for the smaller sized ads. You will not be sharing your page with many other ads as it may have been in the past.
- We are implementing a "Classifieds" section. These ads come at a reduced rate as they will be grouped together with the other Classified ads. There will still be ample white space between each ad to ensure readability.

CALENDAR & DEADLINES

| Date of Issue | Ad Deadline (Friday by 4pm) | Distribution Date |
|----------------------|------------------------------------|--------------------------|
| Fall 2019 | August 23, 2019 | September 20, 2019 |
| October 2019 | September 27, 2019 | October 25, 2019 |
| New Year 2020 | December 6, 2019 | January 3, 2020 |
| Winter 2020 | January 24, 2020 | February 21, 2020 |
| Spring 2020 | March 27, 2020 | April 24, 2020 |

NOTE: This production cycle has one less issue (5 total). We will resume a 6 issue production cycle next year, beginning with our Summer 2020 issue.

AD DESIGN REQUIREMENTS

- All ad materials must be provided electronically in press-ready PDF files. Fonts must be 100% embedded, no subsets. Adobe Illustrator, InDesign, or Photoshop files are also accepted (text converted to paths).
- We cannot accept ads created in Microsoft programs (e.g. Word, Publisher, PowerPoint, etc.) or as bitmap image files (e.g. JPEG, PNG, etc.).
- Ad must be designed to exact size specifications as outlined in the Display Ad Sizes & Rates chart on the next page.
- Ad file may be submitted via email or trustworthy downloadable link from the cloud (e.g. Dropbox, Google Drive, etc.).

AD SUBMISSION REQUIREMENTS

- Ad files must be received by the specified deadline date for each issue and accompanied by a completed insertion order contract (found on last page). We reserve the right to refuse any ad for which a contract has not been received on or before the deadline.
- Cancellations are accepted only before the published deadline.

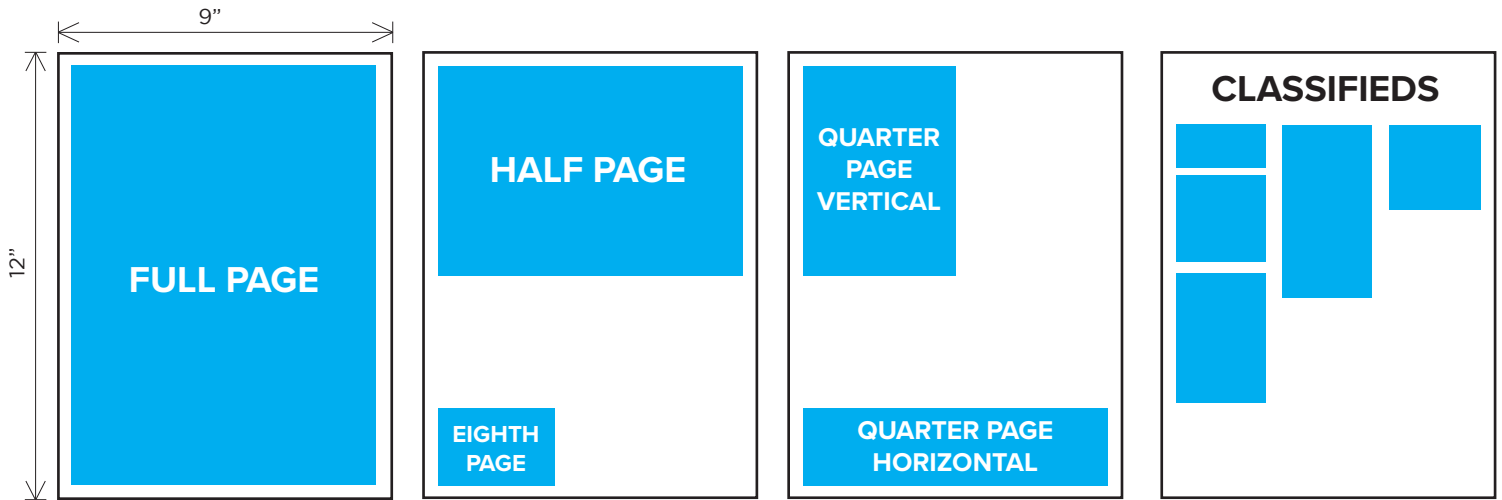
Email your ad file and completed contract to:
ghirtzel@eriebar.org

Questions or concerns?

Contact Greg Hirtzel at 716.852.8687, x122 or ghirtzel@eriebar.org

DISPLAY AD SIZES

Here is how the various display ad sizes will look and fit on a page.



DISPLAY AD SIZES & RATES

| Ad Type | Dimensions | Single Insertion Cost* (1-3 issues) | Recurring Ad Cost* (4 or 5 issues) |
|-------------------------------|--------------------|--|---------------------------------------|
| PREMIUM Inside Front Cover | 8.25" w x 11.25" h | \$1600 | \$1280 |
| PREMIUM Inside Back Cover | 8.25" w x 11.25" h | \$1500 | \$1200 |
| PREMIUM Back Cover | 8.25" w x 8" h | \$1500 | \$1200 |
| Full Page | 8.25" w x 11.25" h | \$1050 | \$840 |
| Half Page | 8.25" w x 5.5" h | \$550 | \$440 |
| Quarter Page Horizontal | 8.25" w x 2.5" h | \$300 | \$240 |
| Quarter Page Vertical | 4" w x 5.5" h | \$300 | \$240 |
| Eighth Page | 4" w x 2.5" h | \$160 | \$128 |
| Classified Ad - 1" | 2.5" w x 1" h | \$30 | \$24 |
| Classified Ad - 2" | 2.5" w x 2" h | \$60 | \$48 |
| Classified Ad - 3" | 2.5" w x 3" h | \$90 | \$72 |
| Classified Ad - 4" | 2.5" w x 4" h | \$120 | \$96 |

*Cost is for one single ad insertion.

Email your ad file and completed contract to:
ghirtzel@eriebar.org

ADVERTISING INSERTION ORDER CONTRACT



Business Name _____

Contact Name _____

Business Address _____

City / State / Zip _____

Contact Phone Number _____

Contact Email Address _____

RUN DATES

All Five (5) Issues

or check individual issues to advertise in:

Fall 2019 October 2019 New Year 2020 Winter 2020 Spring 2020

AD SIZE

Check one ad size below. If you would like to publish a different size ad in a particular issue, please submit a second insertion order contract.

| | Ad Type | Single Insertion Cost* (1-3 issues) | Recurring Ad Cost* (4 or 5 issues) |
|--------------------------|-------------------------|---|--|
| <input type="checkbox"/> | Full Page | \$1050 | \$840 |
| <input type="checkbox"/> | Half Page | \$550 | \$440 |
| <input type="checkbox"/> | Quarter Page Horizontal | \$300 | \$240 |
| <input type="checkbox"/> | Quarter Page Vertical | \$300 | \$240 |
| <input type="checkbox"/> | Eighth Page | \$160 | \$128 |
| <input type="checkbox"/> | Classified Ad - 1" | \$30 | \$24 |
| <input type="checkbox"/> | Classified Ad - 2" | \$60 | \$48 |
| <input type="checkbox"/> | Classified Ad - 3" | \$90 | \$72 |
| <input type="checkbox"/> | Classified Ad - 4" | \$120 | \$96 |

*Cost is for one single ad insertion.

If you're interested in one of the premium ad spots, please email ghirtzel@eriebar.org to check availability and reserve one of these spots.

Cost per insertion (based off ad size chart above): _____

PAYMENT

Check enclosed (Check made out to **Bar Association of Erie County**)

Mastercard or Visa (fill out form below)

Please invoice me

Card Number _____ Exp. Date _____

Signature _____

Special Instructions: _____

Please email this filled-out contract and ad file to Greg Hirtzel at ghirtzel@eriebar.org.

Mail checks to: **438 Main St., 6th Floor, Buffalo, NY 14202**