

Ad Size	Dimensions	Digital or Camera Ready	*Frequency Discounts (Less 20%)
Full Page	10 ¹ / ₈ " x 15 ¹ / ₂ "	\$1050	\$840
Half Page Vertical	6 ⁵ / ₈ " x 10 ³ / ₈ "	\$550	\$440
Half Page Horizontal	10 ¹ / ₈ " x 7"	\$550	\$440
One-Third Page Vertical	6 ⁵ / ₈ " x 7"	\$370	\$296
One-Third Page Horizontal	10 ¹ / ₈ " x 4 ⁵ / ₈ "	\$370	\$296
Quarter Page Vertical	3 ¹ / ₈ " x 10 ³ / ₈ "	\$290	\$232
Quarter Page Horizontal	6 ⁵ / ₈ " x 5 ⁵ / ₈ "	\$290	\$232
One-Sixth Page Vertical	3 ¹ / ₈ " x 7"	\$200	\$160
One-Sixth Page Horizontal	6 ⁵ / ₈ " x 3 ³ / ₄ "	\$200	\$160
One-Eighth Page	3 ¹ / ₈ " x 5 ¹ / ₄ "	\$155	\$124
Classified Ad	Column width=3 ¹ / ₈ "	\$95	\$76
1-4 Column Inches (per inch)	Column width=3 ¹ / ₈ "	\$35/col. in.	\$28/col. in.

There is an additional \$100 charge for full color ads on select/predetermined pages. Pages available for color ad placement may vary by issue. Additional design charges may apply.

**Frequency Discounts = 3 or more insertions per year
Standard agency commissions apply (15% to recognized agencies)*



BAR ASSOCIATION
OF ERIE COUNTY

438 Main Street, Sixth Floor

Buffalo, New York 14202

(716) 852-8687 Fax (716) 852-7641 eriebar.org

Bulletin correspondence: ghirtzel@eriebar.org

BAR ASSOCIATION OF ERIE COUNTY

BULLETIN

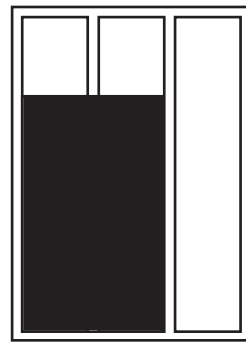
ADVERTISING
SPECIFICATIONS
AND RATES

2018-2019

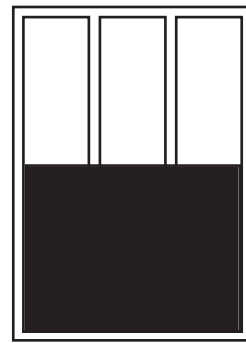




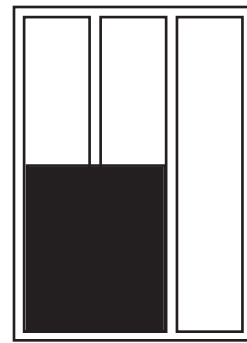
Full Page
10.125" x 15.5"



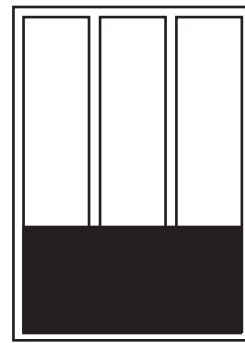
Half Page Vertical
6.625" x 10.375"



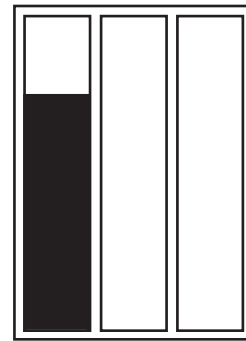
Half Page Horizontal
10.125" x 7"



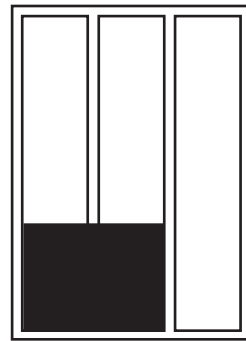
One-Third Page Vertical
6.625" x 7"



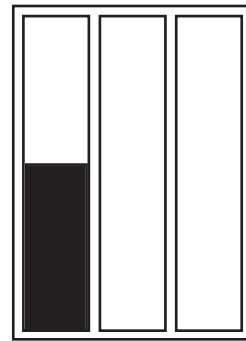
One-Third Page Horizontal
10.125" x 4.625"



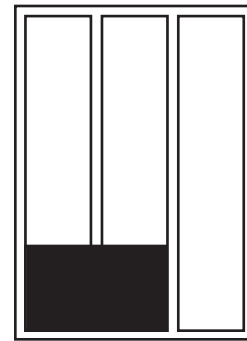
Quarter Page Vertical
3.125" x 10.375"



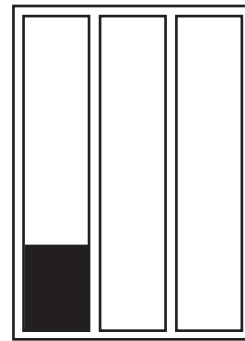
Quarter Page Horizontal
6.625" x 5.625"



One-Sixth Page Vertical
3.125" x 7"



One-Sixth Page Horizontal
6.625" x 3.75"



One-Eighth Page
3.125" x 5.25"

Date of Issue	Insert	Ad Deadline Friday by 4pm	Distributed
Fall 2018	Committees	August 24	Monday, September 24
November 2018		September 21	Monday, October 22
January 2019		Monday, November 12*	Wednesday, January 2*
Winter 2019		January 25	Monday, February 25
Spring 2019	Elections	March 22	Monday, April 22
Summer 2019		May 31	Friday, July 5*

*Please note adjusted deadlines

Acceptable Ad Formats

All ad materials must be provided electronically in one of the following formats:

- Press-Ready PDF (fonts 100% embedded, no subsets)
- Illustrator or Freehand EPS (text converted to paths)
- Photoshop TIFF

WE CANNOT ACCEPT ADS CREATED IN MICROSOFT PROGRAMS (i.e. Word, Excel, PowerPoint, etc.)

Digital File Delivery

- Materials may be submitted via CD, Zip disk, or e-mail.
- A full size black and white proof **must** accompany all submissions (please mail or fax if sending files via e-mail).
- Ads must be designed to exact size specifications as outlined in Ad Size charts.

E-mail files to:
deb@e8-creative.com

Please contact Deb Engel at e8 Creative at (716) 235-8355 or deb@e8-creative.com with questions regarding files.

Electronic ads must be received by the specified deadline date for each issue and accompanied by a completed insertion order contract. 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.

PLEASE EMAIL INSERTION ORDERS TO
GREGORY HIRTZEL AT GHIRTZEL@ERIEBAR.ORG

ADDITIONAL DIGITAL FILE INFORMATION

- Ads that are black ink: artwork must not contain RGB, CMYK or spot-color elements.
- All scanned images should be at least 300 dpi (for 133 line screen output) at 100%.
- Bitmap images, such as logos, require an image resolution of 600 dpi.
- Preferred format for logos is vector EPS.

Note: Business cards, letterhead or pre-printed newspaper ads are **not** considered camera-ready art. A logo or artwork taken from a website is low-resolution and is not acceptable. There will be an additional charge to recreate your ad if materials are deemed unacceptable to the Bar Association of Erie County Bulletin standards. This fee will be negotiated with our design firm, e8 Creative, or you may hire your own designer to provide the acceptable files.

We cannot guarantee placement within any given issue without payment of an additional fee, which is based on ad size and location. Placement options can be discussed at the time your order is placed.

The Bar Association of Erie County does not provide layout and/or design services. All advertising materials submitted must be provided electronically as specified. If you require layout and design services, you may contact our design firm directly at (716) 235-8355 or use another graphic designer of your choice.

We reserve the right to refuse advertising that does not conform to the above specifications.



BAR ASSOCIATION
OF ERIE COUNTY

This form must accompany all space reservation requests.

PLEASE EMAIL THIS INSERTION ORDER TO
GREGORY HIRTZEL AT
GHIRTZEL@ERIEBAR.ORG

Business Name _____ Contact Person _____

Business Address _____

City/State/Zip _____

Billing Address (if different from above) _____

City/State/Zip _____

Phone (____) _____ Fax (____) _____ E-mail _____

Advertising Agency (if applicable) _____

Run Dates

___ Fall through Summer (six issues) OR (check one or more below)

___ Fall ___ November ___ January ___ Winter ___ Spring ___ Summer

Ad Size (Check one)

___ Full Page ___ 1/2 Page Vertical ___ 1/2 Page Horizontal ___ 1/3 Page Vertical ___ 1/3 Page Horizontal

___ 1/4 Page Vertical ___ 1/4 Page Horizontal ___ 1/6 Page Vertical ___ 1/6 Page Horizontal

___ 1/8 Page ___ Classified Ad _____ 1-4 Column Inches (please specify)

Color (Check one)

___ B/W ___ Color (Please Note: Additional \$100 Charge)

Cost per insertion: \$ _____

Check enclosed OR MasterCard Visa Expiration Date: _____

Card Number _____ Signature _____

Please bill me

Special Instructions/Comments: _____
