

Bar Briefs

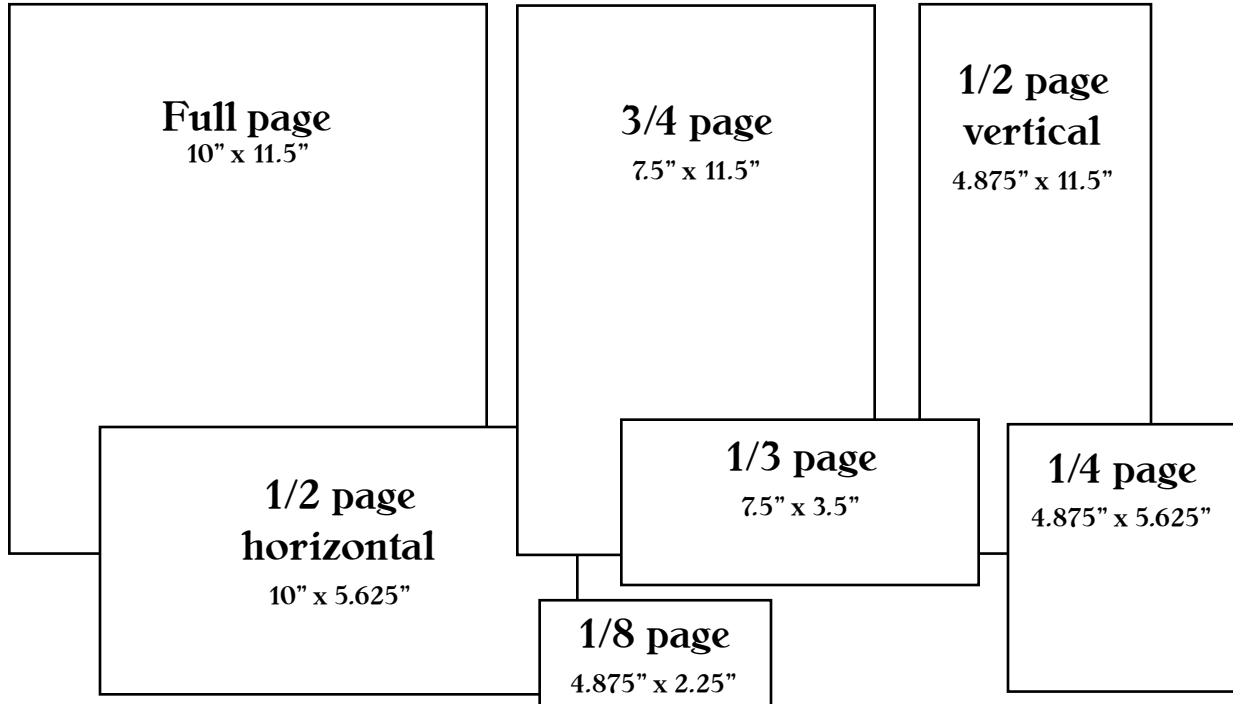


Louisville Bar Association



Our publication goes directly to the decision makers.

(Updated August 2007)



The deadline for all display advertising materials is the tenth day of the month preceding the month of publication.

Advertising Rates	Cost per run		
Ad Size	12x	6x	1x
1/8 page	\$120	\$130	\$150
1/4 page	\$215	\$235	\$260
1/3 page	\$300	\$320	\$350
1/2 page wide or tall	\$385	\$410	\$450
3/4 page	\$555	\$600	\$645
Full page	\$700	\$740	\$805

Submission of Ads

Please send display ad requests to:

Kimberly Kasey

Louisville Bar Briefs , Louisville Bar Association

600 W. Main Street, Ste. 110, Louisville, KY 40202-4917

or e-mail to: kkasey@loubar.org.

For information, call the Communications Department at (502) 583-5314.

Or send e-mail to Kimberly Kasey, kkasey@loubar.org; or Steven Valdez, svaldez@loubar.org.

Louisville BAR BRIEFS

The Newspaper of the Louisville Bar Association



When you advertise in *Bar Briefs*, you reach a select group of high-income professionals.



Target your market...

When you advertise in *Bar Briefs*, you reach a select group of high-income professionals. More than 3,400 Louisville area attorneys and judges receive this monthly publication of the Louisville Bar Association. It is also read by paralegals, allied professionals, current law students and their faculty. Many members make copies of *Bar Briefs* available for their clients to peruse.

Bar Briefs readers are a diverse audience. Many are young attorneys embarking on their legal careers. Others have been in practice more than 25 years. Our members practice in large and small firms, corporate offices, county and state offices, and the private sector.

Demographics

Gender: 36% Female; 64% Male
Median Age: 46
Mean Income: \$123,947
Education: Advanced College Degrees

***Bar Briefs* is:**

- a monthly publication of the Louisville Bar Association
- issued the first week of each month
- circulated to more than 3,400
- distributed to attorneys in the Louisville metropolitan area, as well as law schools and universities, libraries, judges, other legal professionals, student members of the LBA and more

***Bar Briefs* offers:**

- informative articles on current issues of interest in the law
- updated information about what is going on at the LBA
- news and timely information
- a balance of hard news & people-oriented pieces, making it widely and well-read among an elite audience

Display and classified advertising space is available each month. Use your advertising dollars to target a special group for Louisville area professionals. Kimberly Kasey, advertising coordinator, will work with you to maximize your ad's impact. She can be reached at (502) 583-5314 x106 or via e-mail at kkasey@loubar.org.

For information, call the Communications Department (502) 583-5314.

Or send e-mail to Kimberly Kasey, kkasey@loubar.org; or Steven Valdez, svaldez@loubar.org.

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Advertising Specifications

Set all ads to the following specs:

- Ads must be in PDF format.
- Ads of unsupported dimensions will be resized to, and billed at, the next largest size at the editor's discretion.
- Ads may be submitted on CD or e-mailed as attachments to kkasey@loubar.org.
- PDF ads must embed all fonts, photographs and/or art.
- All graphics should be a minimum of 300 dpi for photographs; line screen of 85 lpi; and 600 dpi for clipart or drawings.

General Policies

- The publisher reserves the right to reject any advertisement.
- The publisher does not accept any advertisements that compete with services offered by the LBA. Advertisers will be notified if this is applicable.
- The publisher accepts advertisements with the understanding that the advertiser and/or agency is responsible for the contents of the advertisements and absolves the publisher from all claims.
- In any advertisement simulating editorial material, the word "Advertisement" must appear at the top or bottom of the ad.
- Advertisers who do not complete contracts within one year of their first insertion will be short-rated and billed at the actual frequency rate earned.
- Advertisers will be protected at their contracted rates for the duration of their contracts.
- The agency and/or advertiser will indemnify and save the publisher harmless from any loss or expense resulting from claims or suits for defamation, libel, violation of right of privacy, plagiarism or copyright infringement.
- Assignment of requested ad placements will be done on a first-come-first-served basis. All other advertising is interspersed and rotated.

Let Us Design Your Ad!

Contact Kimberly Kasey, (502) 583-5314 x106 or kkasey@loubar.org, for more information.

Color:

Add four-color process for an additional \$150 per ad.

Placement Requests

Requests for specific position of ads (other than Premium Placement) can be made for an additional 15% of the total cost of the ad(s). Placement requests must be made in writing on the advertising contract and are subject to availability of the space requested.

For information on availability and Premium Placements, see contact below.



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Louisville BAR BRIEFS

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Classifieds

Prices:

\$7 per line for Louisville Bar Association members

\$9 per line for non-members

(Headline is on us)

Formula for approximate ad length:

42 characters, including spaces

= one line.

This is only an estimate. The final number of lines may vary slightly when layout is complete.

All ads are charged a minimum of five (5) lines.

A \$12 charge will be added for setting up a blind box number.

Frequency discounts do not apply to classified advertising.

Publisher does not edit text.

The deadline to submit copy is the 20th day of the month preceding the month of publication.

Special formatting requests (borders, bold lettering, italicized lettering, underlined lettering, words in all capital letters, etc.) will not be granted.

Ads placed will run in one issue unless other arrangements are made between the publisher and advertiser. Advertisers will be contacted before the deadline of the next issue to verify continuation.

Classified ad text should be submitted via e-mail to Kimberly Kasey at kkasey@loubar.org, or may be faxed to (502) 583-4113.

[advertising]

THIS SPACE FOR RENT

Space

Second Floor

OFFICE SUPPLIES

Services

For Sale

42 Help Wanted

LBA BAR BRIEFS

LOUISVILLE ASSOCIATION BAR