

BAR*briefs*

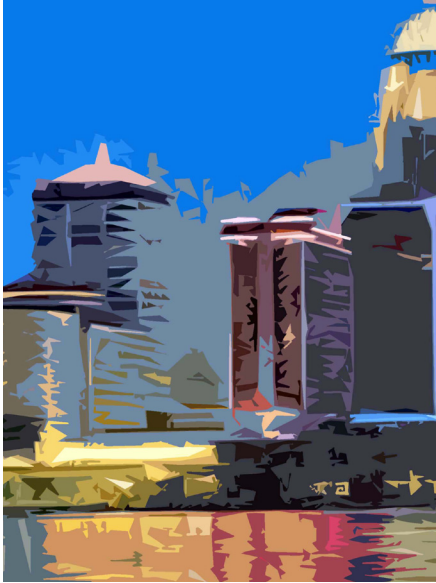
The background of the page is a stylized, low-poly illustration of the Louisville skyline. The buildings are rendered in shades of blue, yellow, and grey, and are reflected in a body of water at the bottom. The overall aesthetic is modern and artistic.

Louisville Bar Association

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BAR**briefs**

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 (LBA). It is also read by paralegals, allied professionals, 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.

Bar Briefs is:

- a monthly publication of the LBA
- issued the first week of each month
- circulated to more than 3,400
- distributed to attorneys, judges, paralegals, allied professionals, law students and their faculty, universities, libraries 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 of professionals. The LBA Communications staff will work with you to maximize your ad's impact.

**Call (502) 583-5314 or send e-mail to:
Kimberly Kasey, kkasey@loubar.org; or Steven Valdez, svaldez@loubar.org.**

Demographics:

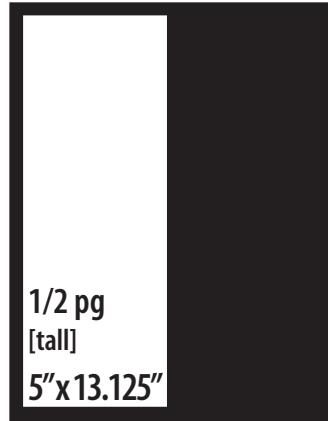
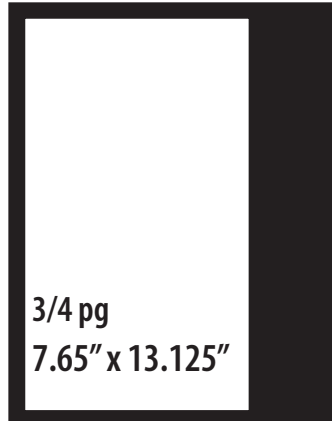
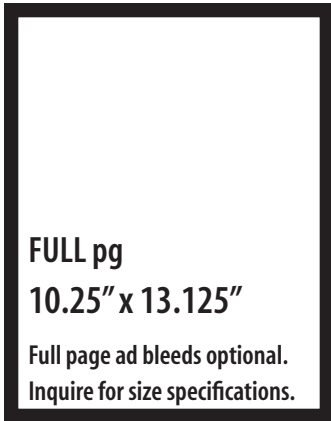
Gender: 36% female; 64% male · Median Age: 46
Mean Income: \$123,947 · Education: Advanced College Degrees

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DISPLAY ADS

For ad submissions and additional information, please e-mail either Kimberly Kasey at kkasey@loubar.org or Steven Valdez at svaldez@loubar.org, or call (502) 583-5314.



DIMENSIONS:
Inches
Width x Height

The **DEADLINE** for all display advertising materials is the **1st day of the month** prior to the month of publication.

The publisher reserves the right to reject any advertisement of questionable taste or exaggerated claims or which competes with LBA products, services or educational offerings.

Louisville Bar Association
600 W. Main St., Ste. 110
Louisville, KY
40202-4917

phone: (502) 583-5314
fax: (502) 583-5314
www.loubar.org

ADVERTISING RATES

Ad Size	12 runs*	6 runs*	1 run*
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
*Cost per run	Color: Add full color for an additional \$150 per run.		

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ADVERTISING SPECIFICATIONS

Set all ads to the following specs:

- Ads must be in PDF format;
- All fonts, photographs and/or art must be embedded;
- All graphics should be a minimum of 300 dpi for photographs, line screen of 85 lpi and 600 dpi for clipart or drawings.
- Ads may be submitted on CD or e-mailed as attachments to kkasey@loubar.org;

Disclaimer: Advertiser will be billed design fee for time spent by the publisher to alter ads of unsupported dimensions or specifications (see Let Us Design Your Ad for pricing details).

GENERAL POLICIES

- Advertising copy is carefully reviewed, but publication herein does not imply LBA endorsement of any product or service.
- **The publisher reserves the right to reject any advertisement of questionable taste or exaggerated claims or which competes with LBA products, services or educational offerings.**
- 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 phrase "THIS IS AN ADVERTISEMENT" must appear at the top or bottom of the ad and may be no smaller than the smallest font size used in 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.

EXTRA-EXTRA(S)

LET US DESIGN YOUR AD!

Experienced staff will gladly work with you to design your ad. Competitive rates are only \$90/hour (one-hour minimum charge). Please don't forget the deadline is the 1st of the month prior to the month of publication, so contact the Communications Department today to get started!

COLOR

Add full color for an additional \$150 per run.

PLACEMENT REQUESTS

Requests for specific position of ads can be made for an additional 15% of the total cost of the ad(s). Premium Placement can be made for an additional 25% of the total cost of the ad(s).

Requests must be made in writing on the advertising contract and are subject to availability of the space requested.

For information on placement availability see contact below.



LBA Communications Department

(502) 583-5314

Kimberly Kasey, kkasey@loubar.org

Steven Valdez, svaldez@loubar.org

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CLASSIFIED ADS

RATES:

\$7 per line for LBA members

\$9 per line for non-members

Ad length formula:

42 characters, including spaces = 1 line

This provides an estimate length. The exact number of lines may vary slightly once final layout is complete.

Headline is free

- Five (5) line minimum charge
- Blind boxes available for an additional \$12
- Publisher reviews but does not edit text
- Frequency discounts do not apply to classified ads
- Special formatting requests (borders, bold lettering, italicized lettering, underlined lettering, all capital letters, etc.) will not be granted.
- Ads 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.

The **DEADLINE*** for classified advertising is the 15th day of the month prior to the month of publication.

Please submit classified ads to Kimberly Kasey
via **e-mail**: kkasey@loubar.org, **fax**: (502) 583-4113 or
postal mail: Kimberly Kasey, Louisville Bar Association
600 W. Main St., Ste. 110, Louisville, KY 40202-4917

**Deadline subject to change*

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Advertising Agreement

(Updated January 2011)

Louisville Bar Briefs is hereby authorized to insert an ad for _____

Advertisement will run _____ time(s) in the following issue(s): _____

Ad Size: _____

Special: Page Placement: _____ Standard (add 15% per run) _____ Premium (add 25% per run)

Color (add \$150 per run) Ad Design (\$90/hour)

Cost: _____ insertions x frequency rate of \$ _____ per ad = contract total due of \$ _____

Other: _____

Billing Instructions _____

(If advertiser cancels any part of contract, advertiser will be billed the difference between the frequency rate earned and the contract rate. No ad may be cancelled after the closing date of the respective issue. Ads requiring prepress adjustments will be billed to advertiser at publisher's cost. If publisher does not receive the ad for the upcoming issue by closing date, the most recently published ad will be repeated. If there is no previously published ad, advertiser's name and address will be typeset and run in the reserved space.)

Name of Advertiser _____

Contact Person _____ E-mail _____

Phone () _____ Fax () _____

Address _____

City / State / Zip _____

Name of Agency (if applicable) _____

Address _____ City / State / Zip _____

Acct. Exec. _____ E-mail _____

Phone () _____ Fax () _____

Indemnity: It is understood and agreed that the customer shall indemnify and save harmless the publisher, its respective officers, directors, agents and employees from, and against, all loss, cost, damage, liability and expense — including attorneys' fees arising out of or in connection with any and all claims for liable or the infringement of rights pertaining to or arising out of privacy, plagiarism, piracy and/or copyright, or claims of any other rights legal or equitable that have been infringed by any other matter included in material published hereunder for the customer.

*The publisher reserves the right to reject any advertisement of questionable taste or exaggerated claims or which competes with LBA products, services or educational offerings.

Advertiser _____ Date Signed _____

Bar Briefs Representative _____ Date Signed _____