

BARbriefs

Louisville Bar Association

Advertising Agreement

(Updated July 2013)

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 libel 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 _____