

# BAR**briefs**

Louisville Bar Association

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## ADVERTISING AGREEMENT

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)

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

Other: \_\_\_\_\_

Billing Instructions: \_\_\_\_\_

*\*Due to the rising costs of credit card acceptance fees, all credit card transactions will be charged a 3% processing fee. Payments in the form of checks and echecks are gladly accepted at no additional cost.*

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 \_\_\_\_\_ Phone (       ) \_\_\_\_\_

E-mail \_\_\_\_\_

Address \_\_\_\_\_

City / State / Zip \_\_\_\_\_

**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 \_\_\_\_\_