



# Sacramento County Bar Association ADVERTISING SPACE AGREEMENT

## Insertion Order | LEGAL DIRECTORY 2017 | eNEWSLETTER

Date: \_\_\_\_\_

Acct. Rep. \_\_\_\_\_

### Insertion Details

	COLOR B/W	Price
Full Page	\$	<input type="text"/>
1/2page	\$	<input type="text"/>
1/4 page	\$	<input type="text"/>
1/8 page	\$	<input type="text"/>
Back Cover	\$	<input type="text"/>
IFC/IBC	\$	<input type="text"/>

### eNewsletter Insertion Details

Square Tower	Square Tower	Price
<input type="radio"/> Jan	<input type="radio"/> Jul	<input type="text"/>
<input type="radio"/> Feb	<input type="radio"/> Aug	
<input type="radio"/> Mar	<input type="radio"/> Sep	
<input type="radio"/> Apr	<input type="radio"/> Oct	
<input type="radio"/> May	<input type="radio"/> Nov	
<input type="radio"/> Jun	<input type="radio"/> Dec	
Tower 163 x 326		
Square 163 x 163		

Client Submitting Needs to be created  
Other (Attach special Instructions)

### Client information

Name \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Web address \_\_\_\_\_

### Agreement

Specials instructions: \_\_\_\_\_

**TOTAL DUE** \_\_\_\_\_ \$

This amount will be billed with your first issue billing. Please note that additional ad design will be billed at quoted rates.

Authorized Signature: \_\_\_\_\_

Name of Authorized Signer: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

### Payment Information

Check made payable to: **Sacramento County Bar Association**  
 Mail to: Sacramento County Bar Association - LEGAL DIRECTORY  
 425 University Ave, Suite 120  
 Sacramento, CA 95825

Billed via invoice – pending credit approval. Advertiser understands that frequency discounts are forfeited if invoice is not paid within 30 days of the distribution date(s). I agree to these terms..

VISA  MasterCard Exp. Date  -

Card No.  -  -  -  CVC

Cardholder's name: \_\_\_\_\_

Signature: \_\_\_\_\_

It is hereby agreed that the undersigned will promptly pay all advertising fees when invoiced. Pre-payment of the first ad is required for first-time advertisers. Afterwards, all bills are due 30 days from invoice, unless terms are arranged. The undersigned agrees to pay service charges at the rate of 1.5% per month commencing the first day after 30 days of receipt of bill on any outstanding charges pursuant to this agreement. In the event of nonpayment, the undersigned does hereby agree and guarantee to pay in addition to the principal amounts due, all collection charges incurred by Sacramento Legal Directory, including charges made by collection and/or attorney's fees and costs. Orders are non-cancelable after the space reservation deadline. In the event that this order is cancelled by advertiser prior to the expiration of this contract, the price for all advertising already published under this agreement shall revert to the non-contract rate of the current Sacramento Legal Directory rate card. Recognized advertising agencies shall receive 15% off gross only if camera-ready art and/or files are provided by the art deadline and if payment is made within 30 days of invoice. Both the advertiser and/or agency are liable for payment of ad. Sacramento Legal Directory's liability for any errors is limited to the cost of that portion of space occupied by such error and Sacramento Legal Directory shall elect to credit or reprint at Sacramento Legal Directory's sole discretion. The advertiser assumes all responsibility for the content of any ad copy submitted, printed and published under this agreement. Sacramento Legal Directory reserves the right to refuse any advertising, which in the publisher's sole opinion is not deemed to be in keeping with the standards of this publication.



# Sacramento County Bar Association

## ADVERTISING RATES

### LEGAL DIRECTORY 2017 | eNEWSLETTER

## Member Rates

### LEGAL DIRECTORY 2016 AD Pricing

Size	2016 Annual Issue/B/W	2016 Annual Issue/COLOR
Full Page	<b>\$ 882.</b> per issue	<b>\$1,551.</b> per issue
1/2page	<b>\$ 552.</b> per issue	<b>\$ 972.</b> per issue
1/4 page	<b>\$ 408.</b> per issue	<b>\$ 718.</b> per issue
1/8 page	<b>\$ 312.</b> per issue	<b>\$ 591.</b> per issue
Back Cover	NA	<b>\$2,361.</b> per issue
IFC/IBC	NA	<b>\$1,744.</b> per issue

### E-Newsletter Banner AD Pricing

Size	One Month (4x)	Two Months (8x)	Six Months (24x)
Square	<b>\$120.</b> \$30 per issue	<b>\$240.</b> \$30 per issue	<b>\$720.</b> \$30 per issue
Tower	<b>\$240.</b> \$60 per issue	<b>\$480.</b> \$60 per issue	<b>\$1,440.</b> \$60 per issue

## Non-Member Rates

### LEGAL DIRECTORY 2016 AD Pricing

Size	2016 Annual Issue/B/W	2016 Annual Issue/COLOR
Full Page	<b>\$ 1056.</b> per issue	<b>\$1,949.</b> per issue
1/2page	<b>\$ 672.</b> per issue	<b>\$1,222.</b> per issue
1/4 page	<b>\$ 492.</b> per issue	<b>\$ 902.</b> per issue
1/8 page	<b>\$ 346.</b> per issue	<b>\$ 742.</b> per issue
Back Cover	NA	<b>\$2,967.</b> per issue
IFC/IBC	NA	<b>\$2,192.</b> per issue

### E-Newsletter Banner AD Pricing

Size	One Month (4x)	Two Months (8x)	Six Months (24x)
Square	<b>\$160.</b> \$40 per issue	<b>\$320.</b> \$40 per issue	<b>\$960.</b> \$40 per issue
Tower	<b>\$320.</b> \$80 per issue	<b>\$640.</b> \$80 per issue	<b>\$1,920.</b> \$80 per issue