

| Ad Size | Dimensions | Digital or Camera Ready | *Frequency Discounts (Less 20%) |
|------------------------------|---|-------------------------|---------------------------------|
| Full Page | 10 ¹ / ₈ " x 15 ¹ / ₂ " | \$1050 | \$840 |
| Half Page Vertical | 6 ⁵ / ₈ " x 10 ³ / ₈ " | \$550 | \$440 |
| Half Page Horizontal | 10 ¹ / ₈ " x 7" | \$550 | \$440 |
| One-Third Page Vertical | 6 ⁵ / ₈ " x 7" | \$370 | \$296 |
| One-Third Page Horizontal | 10 ¹ / ₈ " x 4 ⁵ / ₈ " | \$370 | \$296 |
| Quarter Page Vertical | 3 ¹ / ₈ " x 10 ³ / ₈ " | \$290 | \$232 |
| Quarter Page Horizontal | 6 ⁵ / ₈ " x 5 ⁵ / ₈ " | \$290 | \$232 |
| One-Sixth Page Vertical | 3 ¹ / ₈ " x 7" | \$200 | \$160 |
| One-Sixth Page Horizontal | 6 ⁵ / ₈ " x 3 ³ / ₄ " | \$200 | \$160 |
| One-Eighth Page | 3 ¹ / ₈ " x 5 ¹ / ₄ " | \$155 | \$124 |
| Classified Ad | Column width=3 ¹ / ₈ " | \$95 | \$76 |
| 1-4 Column Inches (per inch) | Column width=3 ¹ / ₈ " | \$35/col. in. | \$28/col. in. |

There is an additional \$100 charge for full color ads on select/predetermined pages. Pages available for color ad placement may vary by issue. Additional design charges may apply.

Frequency Discounts = 5 or more insertions per year
Standard agency commissions apply (15% to recognized agencies)*



BAR ASSOCIATION
OF ERIE COUNTY

438 Main Street, Sixth Floor

Buffalo, New York 14202

(716) 852-8687 Fax (716) 852-7641 www.eriebar.org

Bulletin correspondence: obrian57@comcast.net

BAR ASSOCIATION OF ERIE COUNTY

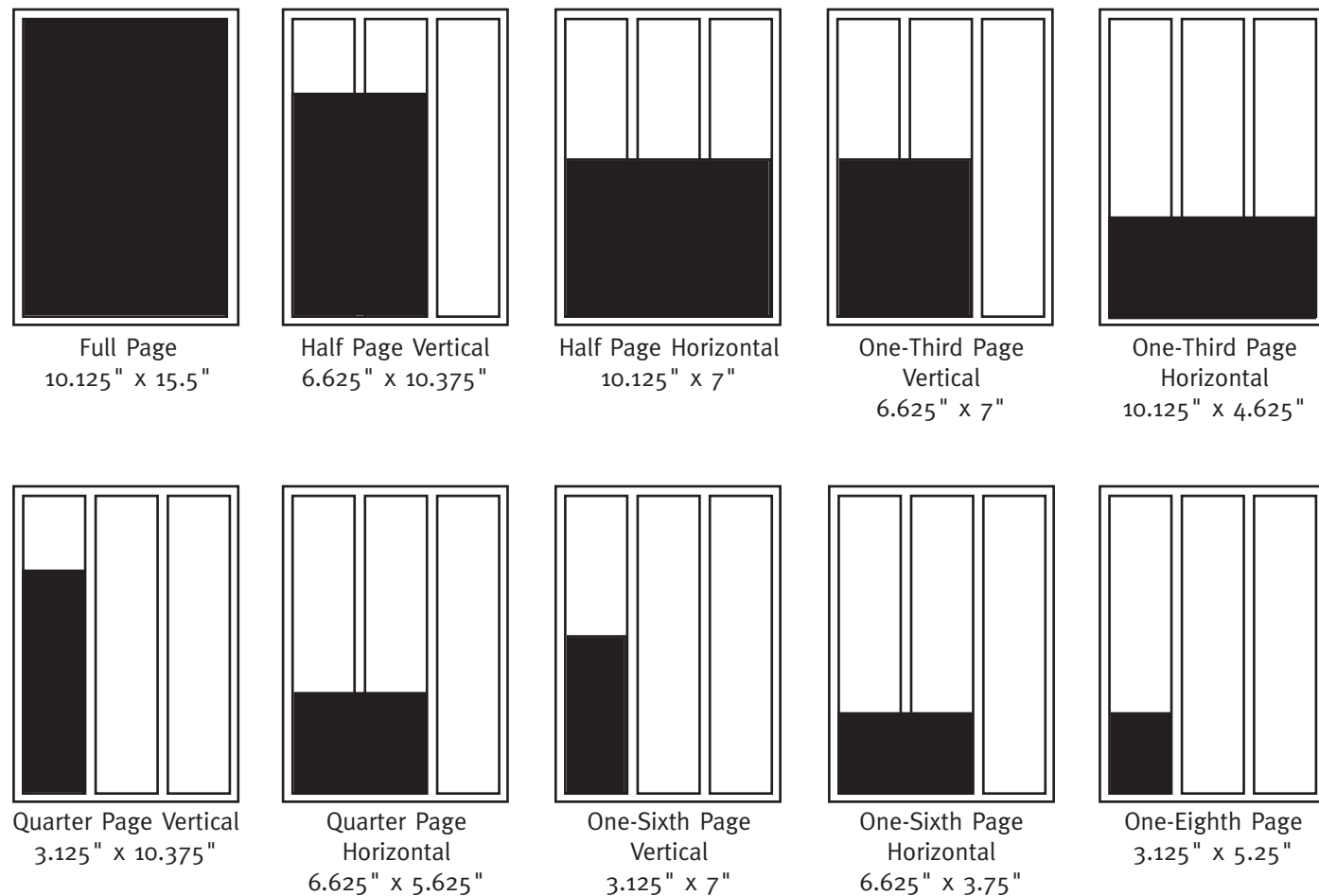
BULLETIN

ADVERTISING
SPECIFICATIONS
AND RATES

2017-2018



eriebar.org



| Date of Issue | Insert | Ad & Copy Deadline Friday by 4pm | Distributed |
|---------------|----------------------------|----------------------------------|-------------------|
| Sept. 2017 | Committees | August 4 | Mon. August 28 |
| Oct. 2017 | Erie County Bar Foundation | September 1 | Mon. September 25 |
| Nov. 2017 | | September 29 | Mon. October 23 |
| Dec. 2017 | | October 27 | Mon. November 20 |
| Jan. 2018 | | Mon., November 20* | Mon. December 18 |
| Feb. 2018 | | Wed., December 27* | Mon. January 22 |
| Mar. 2018 | | February 2 | Mon. February 26 |
| April 2018 | | March 2 | Mon. March 26 |
| May 2018 | Elections | March 30 | Mon. April 23 |
| Summer 2018 | | June 1 | Mon. June 25 |

*Please note adjusted deadlines

Acceptable Ad Formats

All ad materials must be provided electronically in one of the following formats:

- Press-Ready PDF (fonts 100% embedded, no subsets)
- Illustrator or Freehand EPS (text converted to paths)
- Photoshop TIFF

WE CANNOT ACCEPT ADS CREATED IN MICROSOFT PROGRAMS (i.e. Word, Excel, PowerPoint, etc.)

Digital File Delivery

- Materials may be submitted via CD, Zip disk, or e-mail.
- A full size black and white proof **must** accompany all submissions (please mail or fax if sending files via e-mail).
- Ads must be designed to exact size specifications as outlined in Ad Size charts.

E-mail files to:
deb@e8-creative.com

Please contact Deb Engel at e8 Creative at (716) 235-8355 or deb@e8-creative.com with questions regarding files.

Electronic ads must be received by the specified deadline date for each issue and accompanied by a completed insertion order contract. We reserve the right to refuse any ad for which a contract has not been received on or before the deadline. Cancellations are accepted only before the published deadline.

PLEASE EMAIL INSERTION ORDERS TO DIMITRI MALLIARIS AT DMALLIARIS@ERIEBAR.ORG

ADDITIONAL DIGITAL FILE INFORMATION

- Ads that are black ink: artwork must not contain RGB, CMYK or spot-color elements.
- All scanned images should be at least 300 dpi (for 133 line screen output) at 100%.
- Bitmap images, such as logos, require an image resolution of 600 dpi.
- Preferred format for logos is vector EPS.

Note: Business cards, letterhead or pre-printed newspaper ads are **not** considered camera ready art. A logo or artwork taken from a Web site is low-resolution and is not acceptable. There will be an additional charge to recreate your ad if materials are deemed unacceptable to the Bar Association of Erie County Bulletin standards. This fee will be negotiated with our design firm, e8 Creative, or you may hire your own designer to provide the acceptable files.

We cannot guarantee placement within any given issue without payment of an additional fee, which is based on ad size and location. Placement options can be discussed at the time your order is placed.

The Bar Association of Erie County does not provide layout and/or design services. All advertising materials submitted must be provided electronically as specified. If you require layout and design services, you may contact our design firm directly at (716) 235-8355 or use another graphic designer of your choice.

We reserve the right to refuse advertising that does not conform to the above specifications.