

DIRECTORY ADVERTISING CONTRACT 2017-18

Please reserve the following ad(s) in the 2017-18 Directory of Attorneys and the Courts:

Full Page: 3 1/2" x 7 1/4"	\$2125	\$ _____
1/2 Page: 3 1/2" x 3 1/2"	\$1180	\$ _____
1/3 Page: 3 1/2" x 2 1/4"	\$975	\$ _____
Same premium position ad from last year's Directory		\$ _____
New premium position ad (depending upon available space)		\$ _____
Category Listing only	\$300	\$ _____
Each additional Category Listing.....	\$110	\$ _____

Total amount due \$ _____

CATEGORY LISTING (One category listing is included in the price of a display ad)

Category Listing should appear under the heading: _____

Second heading (additional \$105): _____

Company Name _____

Address _____

Phone (____) _____ Fax (____) _____ E-mail _____

One line of copy: _____

Ad materials:

- Use last year's ad
- Requires set-up (ad copy due February 3, 2017)
- Camera-ready (due February 24, 2017) Email files to deb@e8-creative.com

Company name _____ Telephone _____

Contact Person _____ Signature _____

Check enclosed OR MasterCard Visa Expiration Date: _____

Card Number _____ Signature _____

Make checks payable to: Bar Association of Erie County
Send all contracts and checks (by February 24, 2017) to:

Bar Association of Erie County
Attn: Elise Rahner
438 Main Street, Sixth Floor, Buffalo, NY 14202
Phone: (716) 852-8687 Fax: (716) 852-7641
Email: erahner@eriebar.org



BAR ASSOCIATION
OF ERIE COUNTY

BAR ASSOCIATION OF ERIE COUNTY

Directory of Attorneys and the Courts

ADVERTISING SPECIFICATIONS AND RATES

2017-2018

www.eriebar.org

The Directory of Attorneys and the Courts

This publication is a comprehensive, up-to-date listing of Western New York courts, judges and attorneys, including addresses, phone numbers, e-mail addresses, court fees and other useful legal information.

The Directory is published annually by the Bar Association of Erie County.

Benefits of Advertising

The Directory offers a full year of visibility for your company (June through June) and is a highly effective vehicle through which your advertising message can be specifically targeted to over 8,500 members of the legal community in Western New York. The Directory is used on a daily basis by attorneys, government offices and support staff throughout the Eighth Judicial District.

Types of Advertising Available

The Directory offers a variety of display ad positions including covers, tabs (section dividers), full-page, 1/2-page, 1/3-page and category listing advertisements. Each category listing is placed under a descriptive heading and includes company name, address, phone, fax, email and one line of copy. One category listing is included in the purchase price of a display ad.

Deadlines

The deadline for ad reservation is **February 24, 2017**. If reservation and payment are received by **February 3, 2017**, advertisers will receive a 5% discount. Premium space in the Directory is offered first to previous advertisers. Premium space that has been relinquished becomes available on a first-come, first-served basis. Please let us know if you are interested in a premium position.

Who to Contact

For more information or to reserve space, please contact

Elise Rahner at the Bar Association of Erie County.

Phone: (716) 852-8687, ext. 121 Email: erahner@eriebar.org

For questions regarding ad files, please contact Deb Engel at e8 Creative, (716) 235-8355 or deb@e8-creative.com.

Display Ads

Specifications and Rates

Full Page: 3 1/2" x 7 1/4"	\$2125
1/2 Page: 3 1/2" x 3 1/2"	\$1180
1/3 Page: 3 1/2" x 2 1/4"	\$975

Premium Positions

Back Cover	\$3660
Inside Front	\$2690
Inside Back Cover.....	\$2690
Tabs.....	\$2360

Category Listings

Category Listings are placed in the rear of the Directory in the "Attorney Support Services" section. Each listing is placed under a descriptive heading (i.e. Abstract & Title Companies, Appraisers, Surveyors, etc.) and includes company name, address, phone, fax, e-mail addresses and one line of copy. **One Category Listing is included in the price of a display ad.**

One Category Listing	\$300
Each additional Category Listing under separate heading.....	\$110

Terms

A 5% discount is allowed when payment and contract are received by the Bar Association of Erie County on or before February 3, 2017. NO EXCEPTIONS.

FULL PAYMENT FOR ALL ADS (NO DISCOUNT) MUST BE RECEIVED ON OR BEFORE FEBRUARY 24, 2017.

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 Ad Files

- 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 (see Display Ad sizes above).
- Ads are one color only; 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 website is low-resolution and is not acceptable.

e8 Creative will assist in set-up of ads that do not meet the above specifications. Copy for ads requiring set-up must be received by **February 3, 2017**.

The Bar Association of Erie County reserves the right to reject any advertisement. All submitted material becomes the property of the Bar Association of Erie County.