

Ad Size	Dimensions	Digital or Camera Ready	*Frequency Discounts (Less 20%)
Full Page	10 ¹ / ₈ " x 15 ¹ / ₂ "	\$1000	\$800
Half Page Vertical	6 ⁵ / ₈ " x 10 ³ / ₈ "	\$525	\$420
Half Page Horizontal	10 ¹ / ₈ " x 7"	\$525	\$420
One-Third Page Vertical	6 ⁵ / ₈ " x 7"	\$352	\$282
One-Third Page Horizontal	10 ¹ / ₈ " x 4 ⁵ / ₈ "	\$352	\$282
Quarter Page Vertical	3 ¹ / ₈ " x 10 ³ / ₈ "	\$273	\$218
Quarter Page Horizontal	6 ⁵ / ₈ " x 5 ⁵ / ₈ "	\$273	\$218
One-Sixth Page Vertical	3 ¹ / ₈ " x 7"	\$189	\$151
One-Sixth Page Horizontal	6 ⁵ / ₈ " x 3 ³ / ₄ "	\$189	\$151
One-Eighth Page	3 ¹ / ₈ " x 5 ¹ / ₄ "	\$147	\$117
Classified Ad	Column width=3 ¹ / ₈ "	\$90	\$72
1-4 Column Inches (per inch)	Column width=3 ¹ / ₈ "	\$30/col. in.	\$24/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

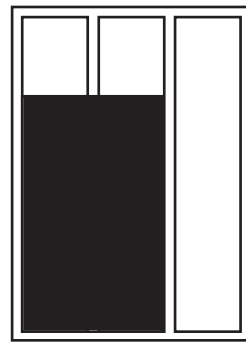
2016-2017



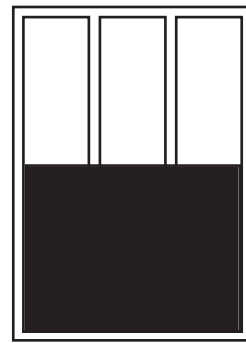
eriebar.org



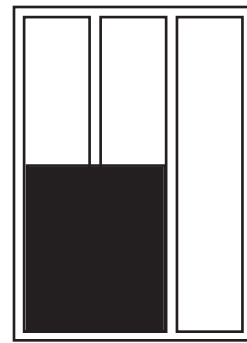
Full Page
10.125" x 15.5"



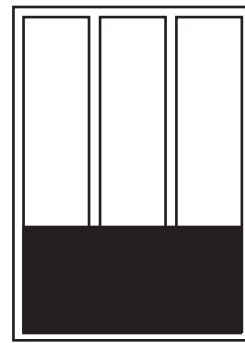
Half Page Vertical
6.625" x 10.375"



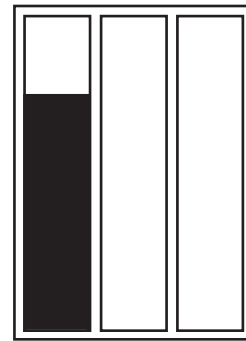
Half Page Horizontal
10.125" x 7"



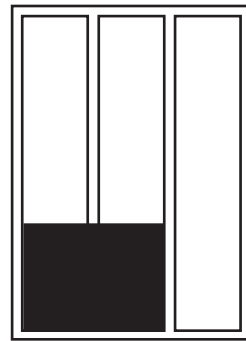
One-Third Page
Vertical
6.625" x 7"



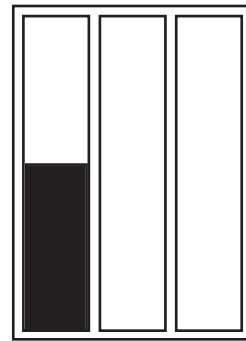
One-Third Page
Horizontal
10.125" x 4.625"



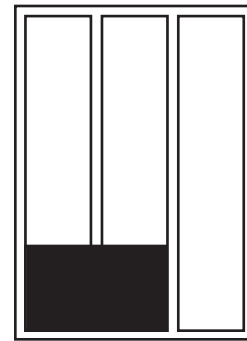
Quarter Page Vertical
3.125" x 10.375"



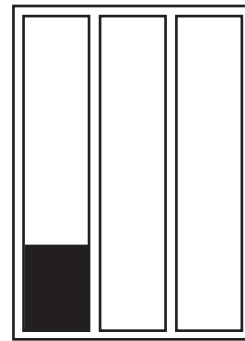
Quarter Page
Horizontal
6.625" x 5.625"



One-Sixth Page
Vertical
3.125" x 7"



One-Sixth Page
Horizontal
6.625" x 3.75"



One-Eighth Page
3.125" x 5.25"

Date of Issue	Insert	Ad & Copy Deadline Friday by 4pm	Distributed
Sept. 2016	Committees	August 5	Mon. August 29
Oct. 2016	Erie County Bar Foundation	August 26	Mon. September 26
Nov. 2016		September 30	Mon. October 24
Dec. 2016		October 28	Mon. November 21
Jan. 2017		Mon., November 21*	Mon. December 19
Feb. 2017		Wed., December 28*	Mon. January 23
Mar. 2017		February 3	Mon. February 27
April 2017		March 3	Mon. March 27
May 2017	Elections	March 31	Mon. April 25
Summer 2017		June 2	Mon. June 27

*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 ELISE M. RAHNER AT ERAHNER@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.