

BAR ASSOCIATION OF ERIE COUNTY
BULLETIN

**ADVERTISING
SPECIFICATIONS AND
RATES
2022-2023**



Bar Association of Erie County
438 Main Street, 6th Floor
Buffalo, NY 14202
716.852.8687
www.eriebar.org

ADVERTISING IN THE BULLETIN

The Bar Association of Erie County has an exciting advertising opportunity for you. Consider placing an ad in our Bulletin! As you may know, our Bulletin is our most widely distributed publication, sent electronically to roughly 3,000 attorneys, judges, and other legal professionals in the 8th Judicial District. We have six issues of the Bulletin each year. It provides our members with news and updates on the Association, the Erie County Bar Foundation, and Continuing Legal Education. It recognizes achievements and promotions of our member law firms and attorneys. The Bulletin also features timely, relevant, and well-written articles from some of our members on a variety of legal topics and issues.

Features of our Bulletin format

- **Our Bulletin continues to be distributed electronically.** We utilize a powerful digital publication platform that displays the Bulletin in an attractive, easy-to-read format, with the ability for readers to share via email or social media, download for offline reading, or print for a physical copy.
- The page count ranges from 32 to 40 pages. The dimensions of each page are 9" height by 12" width. There is a 0.75" margin on all sides. Nothing is displayed in the margins.
- The Bulletin is displayed in full color on all pages. We will accept black and white ad files if that is what you prefer.

Advertiser Notes

- We do our best to give your ad as much visibility as possible. Ad saturation will be minimized by restricting ad placement to 1 or 2 per page, with the possibility of 3 for the smaller sized ads. We will also make sure you will not have to share the page with an ad of one of your competitors.
- We offer a "Classifieds" section as well. These ads come at a reduced rate as they will be grouped together with the other Classified ads. There will still be ample white space between each ad to ensure readability. These ads are also full color.
- Ad placement is randomized. You may request your ad be placed on a particular page, but we cannot guarantee or reserve a specific space, unless you purchase one of our premium spots.
- In the digital version of the Bulletin, ads can have a hyperlink embedded in them that redirects readers to your website.
- In the digital version of the Bulletin, there is an index of ads at the end of the issue that link to the ad in the issue.

CALENDAR & DEADLINES

Date of Issue	Ad Deadline (Friday by 4pm)	Projected Distribution Date
July/August 2022	June 24, 2022	July 7, 2022
September/October 2022	August 26, 2022	September 7, 2022
November/December 2022	October 28, 2022	November 15, 2022
January/February 2023	December 30, 2022	January 9, 2023
March/April 2023	February 24, 2023	March 7, 2023
May/June 2023	April 21, 2023	April 27, 2023

NOTE: Distribution dates are subject to change.

AD DESIGN REQUIREMENTS

- All ad materials must be provided electronically in press-ready PDF files. Fonts must be 100% embedded, no subsets. Adobe Illustrator, InDesign, or Photoshop files are also accepted (text converted to paths).
- We cannot accept ads created in Microsoft programs (e.g. Word, Publisher, PowerPoint, etc.) or as bitmap image files (e.g. JPEG, PNG, etc.).
- Ad must be designed to exact size specifications as outlined in the Display Ad Sizes & Rates chart on the next page.
- Ad file may be submitted via email or trustworthy downloadable link from the cloud (e.g. Dropbox, Google Drive, etc.).

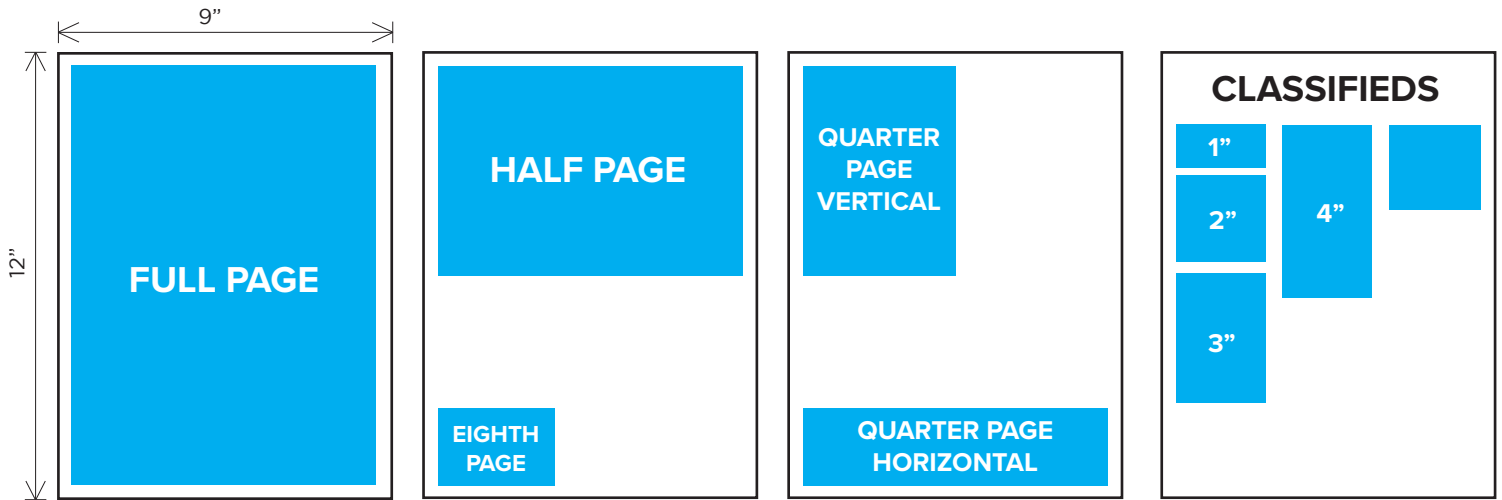
AD SUBMISSION REQUIREMENTS

- Ad files must be received by the specified deadline date for each issue and accompanied by a completed contract (found on last page). 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.

Email your ad file and completed contract to: ghirtzel@eriebar.org

DISPLAY AD SIZES

Here is how the various display ad sizes will look and fit on a page.



DISPLAY AD SIZES & RATES

Ad Type	Dimensions	Single Insertion Cost* (1-3 issues)	Recurring Ad Cost (20% off)* (4-6 issues)
PREMIUM Second Page (After Front Cover)	8.25" w x 11.25" h	\$1300	\$1040
Full Page	8.25" w x 11.25" h	\$1125	\$900
Half Page	8.25" w x 5.5" h	\$600	\$480
Quarter Page Horizontal	8.25" w x 2.5" h	\$340	\$272
Quarter Page Vertical	4" w x 5.5" h	\$340	\$272
Eighth Page	4" w x 2.5" h	\$190	\$152
Classified Ad - 1"	2.5" w x 1" h	\$40	\$32
Classified Ad - 2"	2.5" w x 2" h	\$75	\$60
Classified Ad - 3"	2.5" w x 3" h	\$105	\$84
Classified Ad - 4"	2.5" w x 4" h	\$130	\$104

*Cost is for one single ad insertion.

**Email your ad file and completed contract to:
ghirtzel@eriebar.org**

BULLETIN ADVERTISING CONTRACT



BAR ASSOCIATION
OF ERIE COUNTY

Business Name _____

Contact Name _____

Business Address _____

City / State / Zip _____

Contact Phone Number _____

Contact Email Address _____

RUN DATES

All Six (6) Issues

or check individual issues to advertise in:

July/August 2022 September/October 2022 November/December 2022

January/February 2023 March/April 2023 May/June 2023

AD SIZE

Check one ad size below. If you would like to publish a different size ad in a particular issue, please submit a second insertion order contract.

Ad Type	Dimensions	Single Insertion Cost* (1-3 issues)	Recurring Ad Cost (20% off)* (4-6 issues)
<input type="checkbox"/> Full Page	8.25" w x 11.25" h	\$1125	\$900
<input type="checkbox"/> Half Page	8.25" w x 5.5" h	\$600	\$480
<input type="checkbox"/> Quarter Page Horizontal	8.25" w x 2.5" h	\$340	\$272
<input type="checkbox"/> Quarter Page Vertical	4" w x 5.5" h	\$340	\$272
<input type="checkbox"/> Eighth Page	4" w x 2.5" h	\$190	\$152
<input type="checkbox"/> Classified Ad - 1"	2.5" w x 1" h	\$40	\$32
<input type="checkbox"/> Classified Ad - 2"	2.5" w x 2" h	\$75	\$60
<input type="checkbox"/> Classified Ad - 3"	2.5" w x 3" h	\$105	\$84
<input type="checkbox"/> Classified Ad - 4"	2.5" w x 4" h	\$130	\$104

*Cost is for one single ad insertion.

If you're interested in the premium ad spot, please email ghirtzel@eriebar.org to check availability and reserve the spot

Cost per insertion (based off ad size chart above): _____

PAYMENT

Check enclosed (Check made out to **Bar Association of Erie County**)

Mastercard, Visa, or Discover (fill out form below)

Please invoice me

Card Number _____

Exp. Date _____ Sec. Code _____

Special Instructions: _____

Please email this filled-out contract and ad file to Greg Hirtzel at ghirtzel@eriebar.org.

Mail checks to: **438 Main St., 6th Floor, Buffalo, NY 14202**

We send invoices and process payments immediately following the publication of each issue.