

BAR ASSOCIATION OF ERIE COUNTY

DIRECTORY

OF ATTORNEYS AND THE COURTS

ADVERTISING
SPECIFICATIONS AND
RATES

2025 - 2026



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

ADVERTISING IN THE DIRECTORY

This publication is a comprehensive, up-to-date listing of Western New York courts, judges, and attorneys, including addresses, phone numbers, email 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 and is a highly effective vehicle through which your advertising message and brand can be specifically targeted to over 8,500 members of the legal community, as well as thousands of other professionals in the real estate and finance industries in Western New York. The Directory is used on a daily basis by attorneys, government offices, and support staff throughout the Eighth Judicial District. Realtors, financial planners/advisors, and CPAs also use the Directory regularly.

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. Additionally, there are opportunities to advertise on our website. Each category listing is placed under a descriptive heading and includes company name, address, phone, email, and one line of copy. One category listing is included in the purchase price of a display ad or a website ad.

Directory pages are 4.25" w x 8" h. There is 0.75" margin on each page.

DEADLINES

The deadline for ad reservation is **May 2, 2025**. If reservation and payment are received by April 4, 2025, 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.

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).
- Ads are one color only, being printed only in black and white. Artwork must not contain RGB, CMYK, or spot-color elements.
- We cannot accept ads created in Microsoft Office 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.).
- We can assist in the set-up of ads that do not meet the above specifications.
- Website ads: 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 SUBMISSION REQUIREMENTS

- Ad files must be received by the specified deadline date and accompanied by a completed insertion order 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.

TERMS

A 5% discount is allowed when payment and contract are received by the Bar Association of Erie County on or before April 4, 2025.

Full payment for all ads (no discount) must be received on or before May 2, 2025.

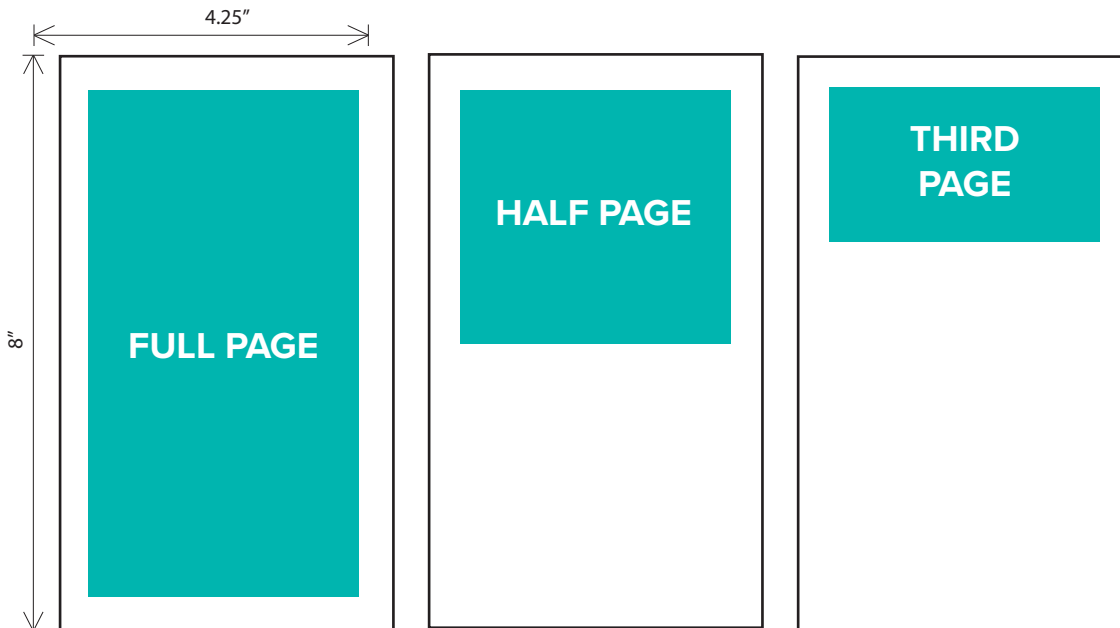
**Email your ad file and completed contract by May 2, 2025 to:
sbelasik@eriebar.org**

Questions or concerns?

Contact Stephanie Belasik at 716.852.8687, x115 or sbelasik@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	Insertion Cost
PREMIUM Website Spotlight	4" w x 2.5" h OR 500 x 250 pixels	\$5000
PREMIUM Back Cover	3.5" w x 7.25" h	\$3660
PREMIUM Inside Front Cover	3.5" w x 7.25" h	\$2690
PREMIUM Inside Back Cover	3.5" w x 7.25" h	\$2690
PREMIUM Tabs (Section Divider)	3.5" w x 7.25" h	\$2360
Full Page	3.5" w x 7.25" h	\$2125
Half Page	3.5" w x 3.5" h	\$1180
Third Page	3.5" w x 2.25" h	\$975

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 (e.g. Abstract & Title Companies, Appraisers, Surveyors, etc.) and includes company name, address, phone, email, website, and one line of copy. These listings offer the Directory readers a comprehensive bank of available resources to support their legal work.

You can purchase a stand-alone category listing or a listing along with a display ad. With the purchase of a display ad, you will receive one category listing at no additional cost. Use the contract to write out your Category Listing, or attach a separate word document.

One category listing: \$300

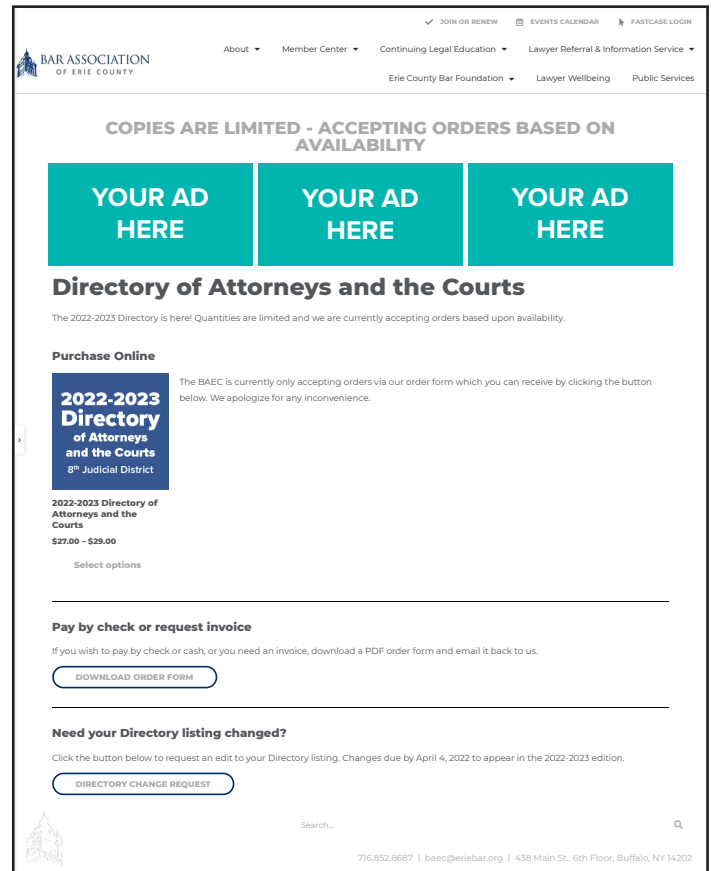
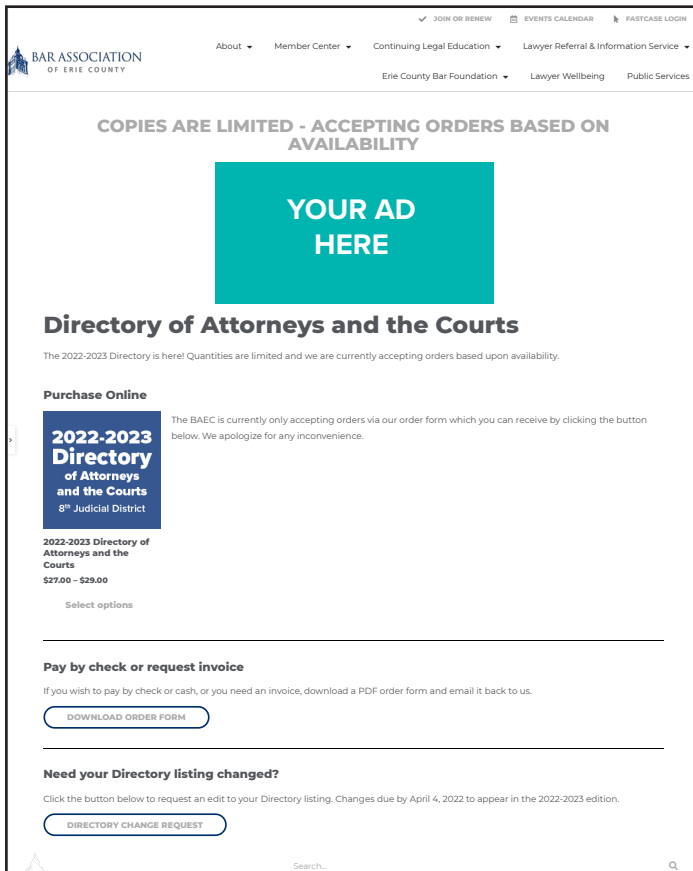
Each additional category listing: \$110
(under a separate heading)

WEBSITE SPOTLIGHT PREMIUM PACKAGE

This Premium advertising package places your advertisement in one of the most visited pages on our website, the Directory Order page. Every year, thousands of members of the legal community visit the Bar Association of Erie County's website to place their orders for The Directory. Furthermore, realtors, financial planners/advisors, CPAs and thousands of other professionals in the real estate and finance industries of Western New York also land on this page to obtain their printed Directories.

With purchase of the Website Spotlight Premium Package, not only do you get the benefits of advertising your message and your brand in our highly visited website for one full year, but your advertisement will also link directly to your website. You will also receive a Tab (Section Divider) for your advertisement in the printed Directory, and a category listing.

Here is how your advertisement will look and fit on our webpage:



What's Included in the Website Spotlight Premium Package:

- One 4" w x 2.5" h (or 500 x 250 pixel) web advertising spot on the Directory of Attorneys and the Courts Order webpage for twelve months.
- Your advertisement will link to your professional website.
- One Tab (Section Divider) spot for your advertisement on the printed Directory.
- One category listing.

**Email your ad file and completed contract by May 2, 2025 to:
sbelasik@eriebar.org**

Questions or concerns?

Contact Stephanie Belasik at 716.852.8687, x115 or sbelasik@eriebar.org

DIRECTORY ADVERTISING CONTRACT



Business Name _____
Contact Name _____
Business Address _____
Contact Phone Number _____
Contact Email Address _____

ADVERTISING AND LISTING SELECTION

Website Ad Display Ad (with complimentary category listing) Category Listing only

AD SIZE (Check your selection(s) below.)

	Ad Type	Dimensions	Insertion Cost
<input type="checkbox"/>	Website Spotlight - PREMIUM	4" w x 2.5" h	\$5000
<input type="checkbox"/>	Back Cover - PREMIUM	3.5" w x 7.25" h	\$3660
<input type="checkbox"/>	Inside Front Cover - PREMIUM	3.5" w x 7.25" h	\$2690
<input type="checkbox"/>	Inside Back Cover - PREMIUM	3.5" w x 7.25" h	\$2690
<input type="checkbox"/>	Tabs (Section Divider) - PREMIUM	3.5" w x 7.25" h	\$2360
<input type="checkbox"/>	Full Page	3.5" w x 7.25" h	\$2125
<input type="checkbox"/>	Half Page	3.5" w x 3.5" h	\$1180
<input type="checkbox"/>	Third Page	3.5" w x 2.25" h	\$975
<input type="checkbox"/>	Category Listing	Text only	\$300
<input type="checkbox"/>	Additional Category Listing	Text only	\$110

If you're interested in one of the premium ad spots, please email sbelasik@eriebar.org to check availability and reserve one of these spots.

COST (based off ad size chart above): _____

CATEGORY LISTING CONTENT (Fill out the below fields exactly how you want your Category Listing to appear.)

Category Listing should appear under the heading: _____

Second heading (additional \$110): _____

Company Name: _____

Address: _____

Phone: _____

Email: _____

Website: _____

One line of copy: _____

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 _____

Signature _____ Sec. Code _____

Please email this filled-out contract and ad file to Stephanie Belasik at sbelasik@eriebar.org by **May 2, 2025**.

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