

2017/2018

BENCH & BAR DIRECTORY OF THE NORTH COUNTY BAR ASSOCIATION

ADVERTISING RATES AND GUIDELINES

-Full Year-

AD SIZE RATE

Full Page \$ 950

2/3 Page..... \$ 750

1/2 Page..... \$ 625

1/3 Page..... \$ 399

1/4 Page..... \$ 279

1/8 Page..... \$ 199

Full Page



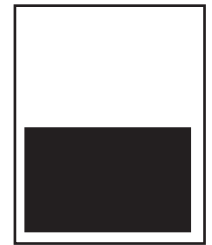
7" x 9 1/2"

Two-Thirds Page



7" x 6"

One Half Page



7" x 4 3/4"

One - Third
Page



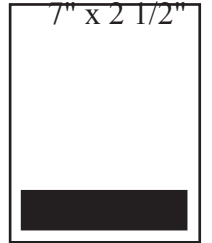
7" x 3 1/4"

One - Third
Page



2 1/4" x 9 1/2"

One-Quarter Page
7" x 2 1/2"



One-Quarter

Page



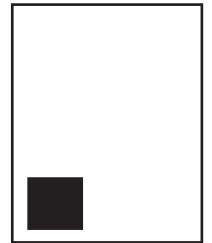
2 1/4" x 6 1/2"

One-Eighth Page



4 1/2" x 1 1/4"

One-Eighth Page



2 1/4" x 2 1/2"

CAMERA READY: All advertisements must be camera ready; otherwise, an additional typesetting charge will be imposed. The typesetting charge is 10% of the total ad rate. **If your ad contains a logo or artwork, please e-mail it to me as a PDF, EPS or Jpeg file to bansdc@northcountybar.org**

CLOSING DATE: All ads must be received no later than **5:00 p.m., August 20, 2017** or **call for special arrangements or for an extension.**

DISTRIBUTION: The 2017/2018 Bench & Bar Directory will be distributed to the entire NCBA membership, North County Superior Courts, and other legal agencies. **It is distributed mid-year and retained until August 2017.**

MISCELLANEOUS: All advertisements are accepted and published upon the representation that the advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements for publication, the advertiser indemnifies and holds the publisher harmless from and against any loss or expense arising out of publication of such advertisements. The publisher shall not be liable for failure to publish any advertisement except to the extent of refunding any prepaid fees. The publisher reserves the right to reject any advertisement with or without cause.

PAYMENT: Payment in full should be made to: **North County Bar Association , Post Office Box 2381, Vista, California 92085-2381. To pay by Visa, Mastercard, Discover or American Express, please call the bar office at 760-758-5833.**

ADVERTISING CONTRACT

2017/2018 BENCH & BAR DIRECTORY OF THE
NORTH COUNTY BAR ASSOCIATION

ADVERTISER:

Business Name _____

Contact _____

Address _____

City _____ State _____ Zip Code _____

Telephone _____ FAX _____ E-mail: _____

AD SPECIFICATIONS:

Size: _____ Dimensions: _____

AD RATE:

Rate \$ _____ + any typesetting charges (10%) _____ = Total Gross \$ _____,

All other specifications and conditions are as stated in *Advertising Rates and Guidelines*, incorporated herein as part of this contract. This contract constitutes an insertion order. The North County Bar Association is a nonprofit corporation and a bar association recognized by the State Bar of California.

ACCEPTED BY: _____ DATE: _____
Signature