



GAVEL ADS

.....

CIRCULATION

The Gavel, the official publication of the State Bar Association of North Dakota, reaches an audience of over 2,900 readers in the legal community and can be found in law offices, libraries and government agencies across North Dakota.

To help advertisers get more for their advertising investment, *The Gavel* offers an enhanced digital edition of the magazine. The digital edition is available free of charge to anyone who visits the SBAND's website. This only increases readership among audience segments who do not regularly receive or subscribe to the magazine.

Another benefit of the digital edition is all the ads are interactive with hotlinks to the advertiser's website and/or email address. We realize the potential of increased business opportunities by targeting your products and services to this audience and appreciate your support of the magazine. *The Gavel* is published on a quarterly basis, in February (Winter), May (Spring), August (Summer) and November (Fall).

ISSUE AND CLOSING DATES

<u>ISSUE SPACE</u>	<u>RESERVATION</u>	<u>MATERIALS DUE</u>
Winter	January 9	January 16
Spring	April 3	April 10
Summer	July 3	July 10
Fall	October 2	October 9

Deadline extensions may be possible and can be arranged by contacting Annie Bennett.

CLASSIFIEDS ADS

SBAND Member Rates: \$75 for 100 words or less, \$125 for 100-250 words.

Non-Member Rates: \$100 for 100 words or less, \$150 for 100-250 words.

The editorial board reserves the right to edit classified ad to meet space availability.

ELECTRONIC SUBMISSION OF ADS

InDesign, Acrobat 4.0 or higher, Photoshop 5.0 or higher, Illustrator 9.0 or higher. Advertiser must include all fonts and related links/graphics and application file or a high resolution JPG, PNG or PDF file.

ADDITIONAL RATES

Ad design or ad revisions/updates, excluding classified ads, will be invoiced at \$100 per hour.

Estimated Design Time

- ¼ page ads = 15 to 30 minutes
- ½ page ads = 20 to 40 minutes
- Full-page ads = 45 minutes to one hour

MISCELLANEOUS

Publisher reserves the right to reject any advertisement. For contract advertising (more than 1 issue), publisher will repeat last previous advertisement when change of copy is not received before materials due date.

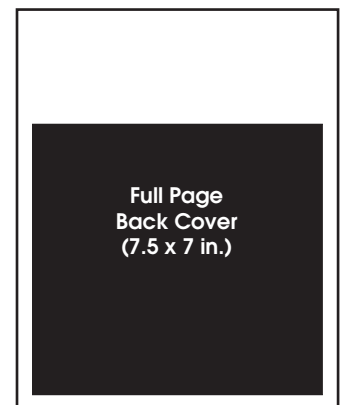
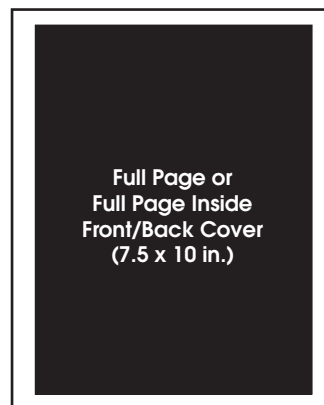
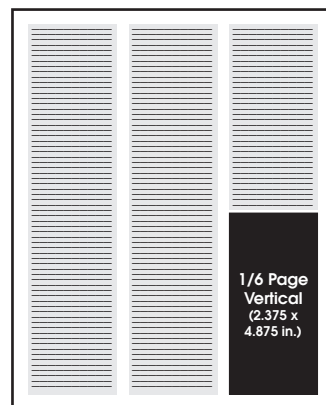
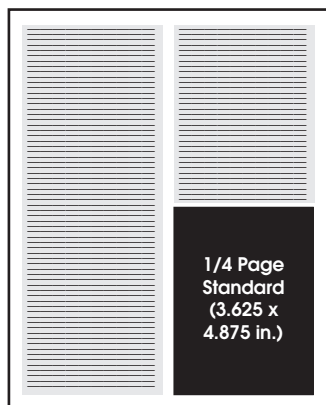
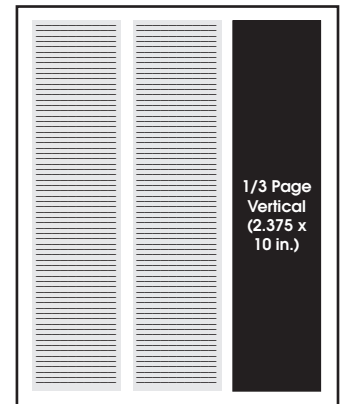
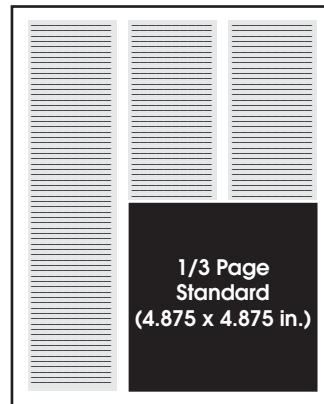
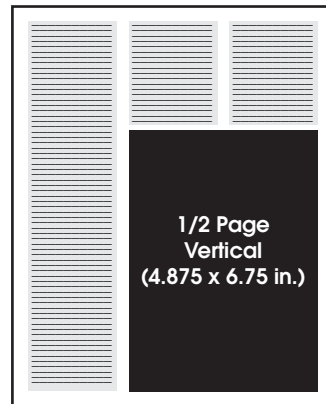
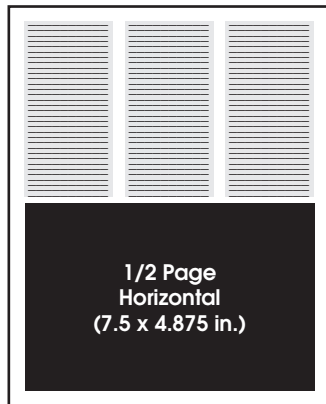
CALL FOR MORE INFORMATION

.....

Annie Bennett • 701.355.4458 • abennett@clearwatercommunications.net

AD SIZES	BLACK & WHITE	COLOR
1/2 Page Horizontal	\$300.00	\$350.00
1/2 Page Vertical	\$300.00	\$350.00
1/3 Page Standard	\$250.00	\$300.00
1/3 Page Vertical	\$250.00	\$300.00
1/4 Page Standard	\$200.00	\$250.00
1/6 Page Vertical	\$195.00	\$225.00
Full Page	\$400.00	\$500.00
Full Page Inside Front/Back Cover	-----	\$750.00
Full Page Back Cover (7.5x7)	-----	\$1000

15% discount for all year placement or 10% discount for more than 1 placement



THE GAVEL

MEDIA BUYING FORM

Name: _____ Date: _____

Company/Firm: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email Address: _____

AD SIZES	SPECS	QUANTITY	GAVEL ISSUES			
☐ 1/2 Page Horizontal (7½ x 4¾)	☐ B&W ☐ Color	_____	☐ Winter	☐ Spring	☐ Summer	☐ Fall
☐ 1/2 Page Vertical (4¾ x 6¾)	☐ B&W ☐ Color	_____	☐ Winter	☐ Spring	☐ Summer	☐ Fall
☐ 1/3 Page Standard (4¾ x 4¾)	☐ B&W ☐ Color	_____	☐ Winter	☐ Spring	☐ Summer	☐ Fall
☐ 1/3 Page Vertical (2¾ x 10)	☐ B&W ☐ Color	_____	☐ Winter	☐ Spring	☐ Summer	☐ Fall
☐ 1/4 Page Standard (3¾ x 4¾)	☐ B&W ☐ Color	_____	☐ Winter	☐ Spring	☐ Summer	☐ Fall
☐ 1/6 Page Vertical (2¾ x 4¾)	☐ B&W ☐ Color	_____	☐ Winter	☐ Spring	☐ Summer	☐ Fall
☐ Full Page (7½ x 10)	☐ B&W ☐ Color	_____	☐ Winter	☐ Spring	☐ Summer	☐ Fall
☐ Full Inside Front/Back Cover (7½ x 10)	☐ B&W ☐ Color	_____	☐ Winter	☐ Spring	☐ Summer	☐ Fall
☐ Full Page Back Cover (7½ x 7)	☐ B&W ☐ Color	_____	☐ Winter	☐ Spring	☐ Summer	☐ Fall
☐ Classified ☐ 50 Words ☐ 100 Words			☐ Winter	☐ Spring	☐ Summer	☐ Fall

PAYMENT INFORMATION

☐ Check enclosed payable to SBAND for the amount of \$ _____

☐ Please charge my credit card of the amount of \$ _____

☐ MasterCard ☐ Visa ☐ American Express Credit Card # _____

Expiration Date: _____ CVV: _____
3 digit number on back of card

Name on Card: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Send completed form to:

Clearwater Communications
P.O. Box 2599 Bismarck, ND 58501
701-223-4645 (fax)

Email: abennett@clearwatercommunications.net

Send payment to:

SBAND
P.O. Box 2136
Bismarck, ND 58502-2136
701-224-1621 (fax)