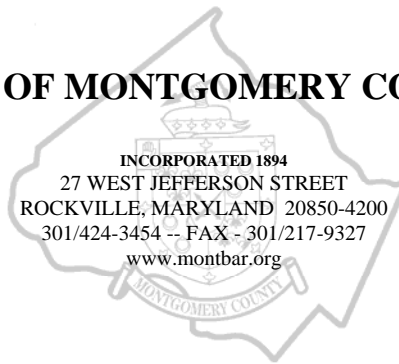


**BAR ASSOCIATION OF MONTGOMERY COUNTY, MARYLAND**



***WHY ADVERTISE IN THE  
BAR ASSOCIATION OF  
MONTGOMERY COUNTY, MD  
NEWSLETTER?***

***THE ANSWER IS SIMPLE!!***

**Over 2,500 Legal Professionals (from Judges to Lawyers, Paralegals to Secretaries & Everyone in between) read our monthly newsletter.**

**And ... Everyday, Our Membership Grows.**

**We cover the Tri-state area, so you can target the Business that needs your service the most.**

**So, Give Us a Try – The Price Is Right! You Can't Go Wrong Advertising in the Bar Association's Newsletter.**

# BAR ASSOCIATION OF MONTGOMERY COUNTY, MARYLAND

INCORPORATED 1894

27 WEST JEFFERSON STREET  
ROCKVILLE, MARYLAND 20850

301/424-3454

(FAX: 301/217-9327)

RE: BAR ASSOCIATION NEWSLETTER ADVERTISING

Enclosed for your review is a copy of the Newsletter of the Bar Association of Montgomery County, Maryland. This monthly publication is a primary communication vehicle to approximately 2,500 attorneys located in Montgomery County and the Tri-State area. The following information and deadline dates are to facilitate placing an ad in this publication.

\* CAMERA READY AD – **IF AT ALL POSSIBLE, PLEASE PROVIDE US WITH YOUR AD (in PDF OR TIFF format or in QuarkXPress (for PC)).** Please forward your ad to [Cindy@barmont.org](mailto:Cindy@barmont.org).

\* If you would like to give us copy and layout specifications, we can design the ad for you. Any ad that is not camera ready must be received by the 1st of the month prior to the actual month of publication, so that we may get the proof copy to you for authorization.

\* Any combination of blocks (vertical or horizontal), 6 blocks being a half page, are available.

**To place an advertisement in the Bar Newsletter, it is required that along with your camera ready ad, you submit your FIRST'S MONTH'S PAYMENT AND NEWSLETTER ADVERTISING AGREEMENT (INCLUDING THE SCHEDULE for publication).** Your prepayment for each subsequent month's ad must be received in our office by the 10th of the month, prior to the actual month of publication. If your payment is not received by that deadline, we reserve the right to pull the ad.

While we make every effort to accommodate placement requests, please note that we are unable to guarantee those requests.

In addition, we are from time to time seeking a sponsor for special events throughout the year. If you would like more information on the most current sponsorship, please inquire directly to me at (301) 424-3453.

Thank you for your consideration and interest in advertising in our monthly newsletter.

Very truly yours,

*Julie Petersen*

Executive Director

# **BAR ASSOCIATION OF MONTGOMERY COUNTY, MARYLAND**

## **NEWSLETTER ADVERTISING RATES**

**~ PLEASE NOTE THE NEW SIZES AND  
ADJUST YOUR ADS ACCORDINGLY ~**

AD SIZE	1 TIME	3 TIMES	6 TIMES	MEASUREMENT (w x h)
Full Page <i>(This is a space permitting option, requiring 1 month preapproval)</i>	\$600/month	\$500/month	\$400/month	7 3/4" x 10"
1/2 Page	\$520/month	\$355/month	\$320/month	7 3/4" x 4 3/4"
4 Block	\$325/month	\$275/month	\$225/month	3 3/4" x 5"
3 Block	\$275/month	\$225/month	\$175/month	5 3/4" x 2 1/2"
2 Block	\$225/month	\$175/month	\$125/month	3 3/4" x 2 1/2"
1Block	\$125/month	\$100/month	\$90/month	1 3/4" x 2 1/2"

Sizes & Rates effective 7/1/16

TYPESSETTING FEE - \$25.00/1 Block – each additional block add \$15.00

**PLEASE PROVIDE US WITH YOUR CAMERA READY AD**  
**(in PDF or TIFF Format or in QuarkXPress (for PC NOT MACINTOSH)).**

**If, for any reason, we have trouble with the digital file,**  
**you may be asked to provide a hard copy of the ad.**

Please email your ad to [Cindy@barmont.org](mailto:Cindy@barmont.org), along with your Newsletter Advertising Agreement and the Credit Card Form (if applicable).

# BAR ASSOCIATION OF MONTGOMERY COUNTY, MARYLAND



## NEWSLETTER ADVERTISING AGREEMENT

### ADVERTISER

### REPRESENTING AGENCY (if any)

Company Name \_\_\_\_\_

Company Name \_\_\_\_\_

Contact \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Telephone \_\_\_\_\_

Ad Size \_\_\_\_\_

Cost per Month \_\_\_\_\_

<b>IMPORTANT NOTICE!</b>
<b>ADVERTISING DEADLINES</b>
Ad to be designed & typeset - 1st of Month
Camera Ready Ad - 10th of Month

### AD INSERTION SCHEDULE - Please mark month(s) in which ad will run.

#### Fiscal Year 2018/2019 Ad Schedule

APR	MAY	JUN

#### Fiscal Year 2019/2020 Ad Schedule

JUL / AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN

#### AD PLACEMENT POLICIES:

Telephone reservations accepted (followed by a written order from advertiser by deadline date). Advertisers who reserve space but cancel ad after deadline will be subject to payment of reserved space. Advertisers will be short-rated if cancellation occurs prior to fulfillment of contract. We cannot guarantee specific positioning of any advertisement.

#### BILLING & COMMISSIONS:

*All advertisers must pre-pay for each months' ad placement by the 10th of the month prior to publication. Ads will be billed approximately three weeks before the publication deadline. Contracts must be filled out & signed for all advertising (one time & continuous). No ads are commissionable.*

#### ADVERTISING CONDITIONS:

All advertising is subject to approval of the Newsletter Staff and the Bar Association Executive Committee. The publisher reserves the right to reject any advertising felt not in keeping with the publication's standards, and to limit the size of space occupied by any one advertisement. All advertisers will receive a copy of the Newsletter for each schedule insertion. ***Any representation in your advertisement must not be false or misleading.***

**AGREEMENT MUST BE FILLED OUT & RETURNED BY DEADLINE DATE  
BEFORE AD WILL BE PLACED IN SCHEDULED ISSUE(S).**

ADVERTISER: \_\_\_\_\_  
Signed Date

**MONTGOMERY COUNTY, MD  
BAR ASSOCIATION AND BAR FOUNDATION  
CREDIT CARD FORM**

Date of Request: \_\_\_\_\_

Name of Member: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

Amount Charged: \_\_\_\_\_

Description: \_\_\_\_\_  
(Event or Purpose)

Account Code: \_\_\_\_\_  
(For office use only)

Credit Card Holder (If different name than above): \_\_\_\_\_

\*MC/Visa/Discover Number: \_\_\_\_\_  
(Please record in blocks of 4 digits)

\*Expiration Date: \_\_\_\_\_ CVV2/CVV Number: \_\_\_\_\_  
(Located on back of card, 3 or 4 digits)

Billing Street: \_\_\_\_\_  
(Where the bill is sent for this specific card)

Billing Zip Code: \_\_\_\_\_

E-mail Receipt Request:  Yes  No

Comments:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\*Required information. Providing all other information reduces processing fees.

**BAR ASSOCIATION OF MONTGOMERY COUNTY, MARYLAND**

**BLOCK ADVERTISEMENT  
SIZE SPECIFICATIONS**

*(All advertisements must fit exact specifications to be approved for printing)*

**ONE  
BLOCK**  
**1<sup>3</sup>/<sub>4</sub> x 2<sup>1</sup>/<sub>2</sub>**

**TWO  
BLOCK**  
**3<sup>3</sup>/<sub>4</sub> x 2<sup>1</sup>/<sub>2</sub>**

**FOUR  
BLOCK**  
**3<sup>3</sup>/<sub>4</sub> x 5**

**BAR ASSOCIATION OF MONTGOMERY COUNTY, MARYLAND**

**BLOCK ADVERTISEMENT  
SIZE SPECIFICATIONS**

*(All advertisements must fit exact specifications to be approved for printing)*

**THREE  
BLOCK  
5<sup>3</sup>/<sub>4</sub> x 2<sup>1</sup>/<sub>2</sub>**

**HALF PAGE  
7<sup>3</sup>/<sub>4</sub> x 4<sup>3</sup>/<sub>4</sub>**