



# Clearwater Bar Association



## Res Ipsa Loquitor Advertising

RES IPSA LOQUITUR, the Clearwater Bar Association's newsletter, is published six times annually on a bi-monthly schedule. We have a circulation of approximately 1000 legal professionals in the north Pinellas County and west Pasco County area. The newsletter is also posted on the website and emailed to members. The publication features a variety of articles and columns our members look forward to reading each month, including articles about recent trends in the law, commentaries by prominent legal professionals, and a calendar of upcoming social events and seminars.

The Res Ipsa Loquitor is a perfect way to reach an influential group of leaders who need the products and services you provide

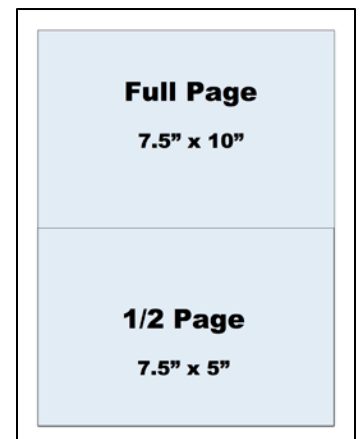
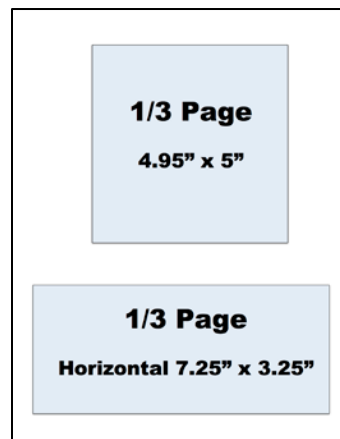
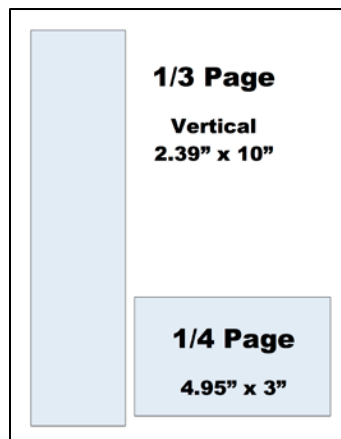
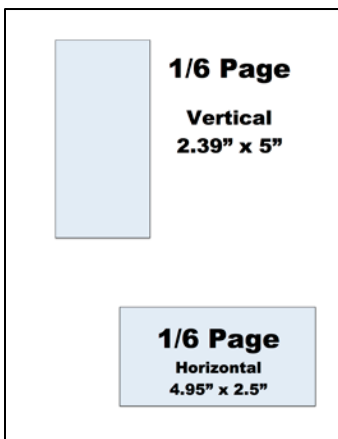
Pricing is per Issue

One Issue

Three Consecutive  
Issues

Six consecutive  
Issues

| Size              | Ad Dimensions                 | Member | Non   | Member | Non   | Member | Non   |
|-------------------|-------------------------------|--------|-------|--------|-------|--------|-------|
| Inside/Back Cover | 7.5"W x 10" H                 | \$600  | \$750 | \$500  | \$600 | \$400  | \$500 |
| Full Page         | 7.5" W x 10" H                | \$375  | \$425 | \$330  | \$375 | \$300  | \$325 |
| 1/2 Page          | 7.5"W x 5" H                  | \$225  | \$275 | \$200  | \$250 | \$175  | \$225 |
| 1/3 Page          | 4.95"W x 5" H                 |        |       |        |       |        |       |
|                   | 7.5"W 3.25"H<br>2.39"W x 10"H | \$175  | \$200 | \$150  | \$175 | \$125  | \$150 |
| 1/4 Page          | 4.95"W x 10"H                 | \$150  | \$175 | \$125  | \$150 | \$115  | \$130 |
| 1/6 Page          | 4.95"W x 5"H                  |        |       |        |       |        |       |
|                   | 2.39" W 5"H                   | \$125  | \$150 | \$100  | 130   | \$90   | \$120 |



## Classified Ads:

CBA Member Rate: First 50 words: \$30 per issue, additional words @ \$1 ea. Includes 60 day placement on CBA Classified webpage. Prepayment must be received by submission deadline. Non-CBA Members: First 50 words: \$75 per issue, additional words @ \$1 ea. Includes 60 day placement on CBA Classified webpage.

**Payment must be received by submission deadline.**

**Special positions:** Available only for full page ads. The CBA will determine placement position of all other ad sizes.

**Inserts:** Member \$300; Non-member \$600. Advertiser provides 600 copies, 8 1/2 X 11. Will be attached to on-line version.

**Requirements for display ads:** Only electronically submitted display ads are accepted. No typesetting or art services are provided for display ads. Electronic Format Requirements: Display advertisements MUST print to the exact dimensions. You MUST embed the fonts you've used in your ad. If you do not, font substitution may produce an unwanted result. If you are not given the option to embed fonts with your method of creating the PDF, use a different method that does allow this to avoid this problem (may require hiring a company to produce your ad.)

Display advertisement delivered electronically must be in one of the following formats in order of preference: Adobe PDF, EPS (vector graphic format), or TIF (bitmap graphic format). All ads must have a resolution of at least 300dpi at 100% print size. An ad with both artwork (like photos) and black text should be submitted as a PDF with the fonts embedded. Ads may be emailed to: [office@clearwaterbar.org](mailto:office@clearwaterbar.org). Payment must be sent to the Clearwater Bar Association, 800 Drew Street, Clearwater, FL 33755. Make checks payable to the Clearwater Bar Association. MasterCard, Visa and Discover are also accepted. Prepayment must be received by submission deadline.

The Clearwater Bar Association reserves the right to reject, at its option, any advertising which is deemed to be misleading, objectionable or not related to the legal profession. Rates effective December 1, 2016. Rates and conditions subject to change without notification.

## Submission Deadlines 2018

| Issue            | Deadline    |
|------------------|-------------|
| February-March   | January 5   |
| April-May        | March 1     |
| June-July        | May 1       |
| August-September | July 1      |
| October-November | September 1 |
| December-January | November 1  |

Name of Advertiser: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City, State &amp; Zip: \_\_\_\_\_

**Display Ad/Insert**

Please indicate size and (if necessary horizontal or vertical) \_\_\_\_\_

Please refer to Display Ad information for acceptable formats, etc.

\_\_\_\_\_ Email file to follow

\_\_\_\_\_ Enclosed check # \_\_\_\_\_ in FULL PAYMENT for ALL issues indicated on this contract  
 FULL PAYMENT = Rate per issue \$ \_\_\_\_\_ x 1\_\_ or 3\_\_ or 6\_\_ issues = \$ \_\_\_\_\_

Ad to begin \_\_\_\_\_, 2018. Ad to End \_\_\_\_\_, 2018 / 2019.

\_\_\_\_\_ Please bill my Visa/MasterCard/Discover card for full payment. An electronic invoice will follow

**Classified Ad**

(please email classified ad/announcement copy to office@clearwaterbar.org)

\_\_\_\_\_ Enclosed is a check # \_\_\_\_\_ in FULL PAYMENT for a classified ad/announcement

\_\_\_\_\_ Please bill my Visa/MasterCard/Discover card for full payment. An electronic invoice will follow

**PLEASE NOTE:****Payment:** Prepayment must be received by submission deadline.**Format:** All display ads must be in high resolution (300 dpi). Only ads in the following formats will be accepted: Print optimized PDF (Preferred). Other optional formats: JPEG, EPS or TIF (with embedded fonts and images). Please do not send your ad built in a Word, WordPerfect or PowerPoint file.**Cancellations / Change of Copy:** Cancellations are not accepted and copy corrections cannot be guaranteed after the deadline. On contract or scheduled insertions, most recent ad will be repeated if a change is not received by the deadline.**Position of Display Ad:** The location of display ads (other than covers) shall be at the discretion of the Clearwater Bar Association.**Printing Errors and Omissions:** This contract is not subject to cancellation because of any printing errors or omissions. Any error or omission shall be corrected and made good by additional publication**Approval of Advertising:** All advertising is subject to approval of the Clearwater Bar Association. The Clearwater Bar reserves the right to reject, at its option, any advertising which is deemed to be misleading, objectionable or not related to the legal profession.**Change of Publication Schedule:** The St. Petersburg Bar Association reserves the right to change the publication schedule without prior notice.**ALL ADVERTISING MUST BE PAID BY CREDIT CARD OR CHECK FOR IN FULL PRIOR TO THE DEADLINE FOR THE FIRST INSERTION INDICATED ABOVE.**

Send ads to office@clearwaterbar.org. Complete the Insertion Order Contract and mail it together with check to: Clearwater Bar Association, 800 Drew Street, Clearwater, FL 33755.

Authorized by: \_\_\_\_\_ Signature: \_\_\_\_\_