

# RES IPSA LOQUITUR

## Clearwater Bar Association

**RES IPSA LOQUITUR**, the Clearwater Bar Association's newsletter, is published six times annually on a bi-monthly schedule. The 28-page publication has 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 Loquitur* is a perfect way to reach an influential group of leaders who need the products and services you provide.

Contact:  
727-461-4869  
[office@clearwaterbar.org](mailto:office@clearwaterbar.org)



**SUBMISSION DEADLINES:**

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

### Classified Ad Rates

(Consecutive issues *do not* qualify for any discounts).

CBA Member Rate: First 50 words: \$30 per issue, additional words @ \$1 ea. Includes 60 day placement on CBA Classified webpage.

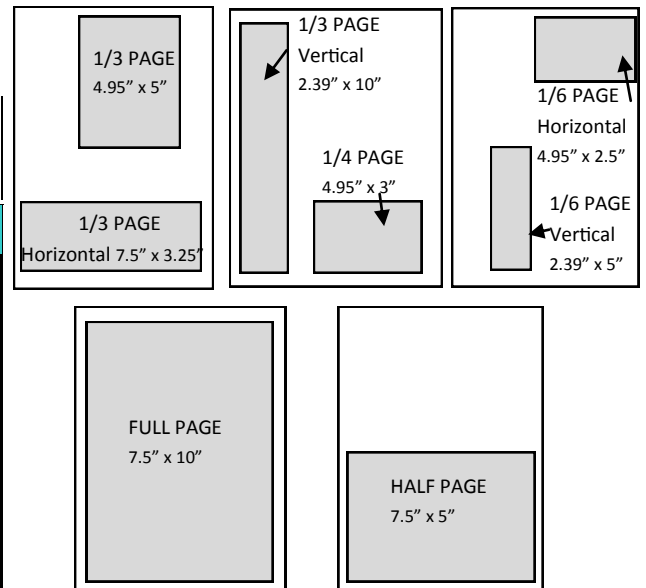
**Prepayment must be received by submission deadline.**

Non-CBA Members: First 50 words: \$75 per issue, additional words @ \$1 ea. Includes 60 day placement on CBA Classified webpage.

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

### B/W Display Ads ONLY

Size	Ad Dimensions	One Issue		Three Consecutive Issues		Six Consecutive Issues	
		Member	Non	Member	Non	Member	Non
<b>Inside/Back Cover</b>	7.5" W x 10" H	\$600	\$750	\$500	\$600	\$400	\$500
<b>Full page</b>	7.5" W x 10" H	\$375	\$425	\$330	\$375	\$300	\$325
<b>1/2 page</b>	7.5" W x 5" H	\$225	\$275	\$200	\$250	\$175	\$225
<b>1/3 page</b>	4.95" W x 5" H or 7.5" W x 3.25" H or 2.39" W x 10" H	\$175	\$200	\$150	\$175	\$125	\$150
<b>1/4 page</b>	4.95" W x 3" H	\$150	\$175	\$125	\$150	\$115	\$130
<b>1/6 page</b>	4.95" W x 2.5" H or 2.39" W x 5" H	\$125	\$150	\$100	\$130	\$90	\$120



Display ad pricing is listed on a per issue basis.

**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. Ads must be grayscale or black line art only. There can be no color in the ad at all (this includes blue 'links' as packages like Word tend to do). Do not assume an image is truly grayscale just because it appears to be black and white. If the original document contains a color photo, graphic or text, printing it using a black printer does not make it grayscale or black line art. Ads to be printed in full color (CMYK) are accepted when special arrangements have been made for a color advertisement. Spot color ads must be done by our newsletter typesetter, Sir Speedy of Largo. 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 grayscale artwork (like photos) and black text should be submitted as a PDF with the fonts embedded. If you submit a grayscale TIF ad where the text is supposed to be black, it may not print cleanly. **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. Credit card payments must be made over the phone. **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 June 1, 2012. Rates and conditions subject to change without notification. Revised July 8, 2015.*