

# LAWYER

*The magazine of the Hillsborough County Bar Association*

## **Advertiser Rate Card & Contract 2019-2020**

*Get Connected. Stay Connected.*

HILLSBOROUGH COUNTY BAR ASSOCIATION, 1610 N. Tampa St., Tampa, FL 33602  
Contact: Stacy Williams • (813) 221-7779 • [stacy@hillsbar.com](mailto:stacy@hillsbar.com) • [www.hillsbar.com](http://www.hillsbar.com)

# Get Connected. Stay Connected... to Tampa Bay's legal community through advertising in the *Lawyer* magazine.

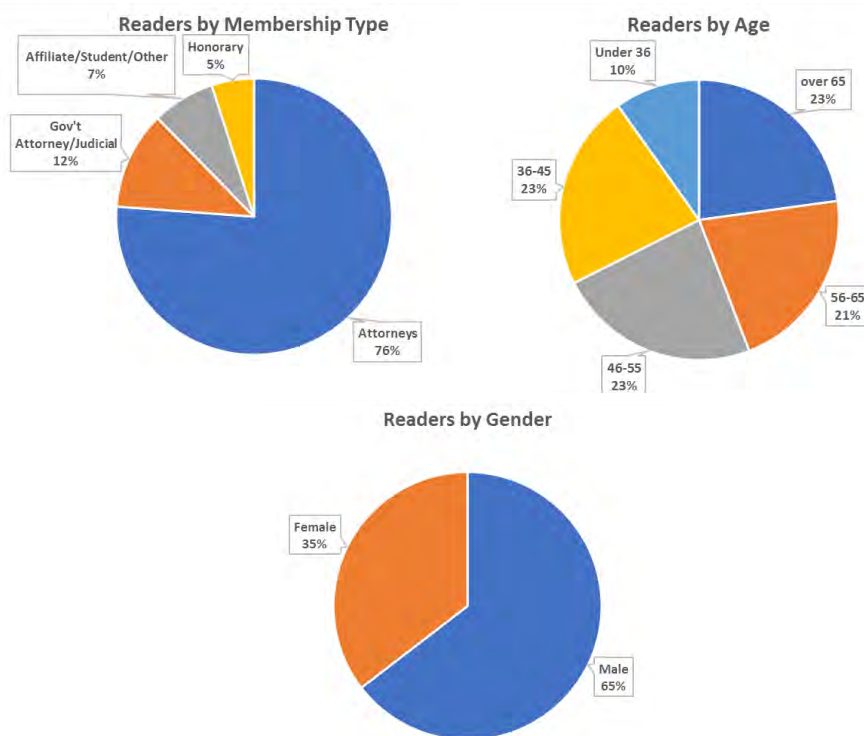
Reach the 3,800 members of one of Florida's largest and most vibrant Bar associations through its flagship publication, the *Lawyer* magazine, which has been published for more than 25 years. Highly regarded in the local legal community, the publication can often be spotted on judges' desks and in law offices around town.

In fact, in a recent member survey, 86% of HCBA's members said they read the *Lawyer* magazine all the time or some of the time, an impressive readership rate in this busy profession. And for those that prefer to read their news online, the magazine is also available on HCBA's website, increasing its reach to members and the public.

Published six times a year, the magazine features professional articles written by members and experts on the latest developments and trends in their practice areas; updates from local elected officials on issues affecting the legal community; member news and notices; and photos and highlights from the HCBA's many social and professional events.

Increase your presence and get connected to the local legal community by advertising in the *Lawyer* magazine today.

## Readership Demographics



## LAWYER MAGAZINE AD SIZES AND PRICING

Ad Sizes (Black & White or Full Color)	2019-2020 Multiple-Issue Commitment & Pre-Pay Discount (Price Per Issue)		
	1 ISSUE	3 ISSUES	6 ISSUES
<b>BACK COVER:</b> 7.5" W x 7" H Full color	N/A	\$2,175	\$1,870
<b>INSIDE FRONT/INSIDE BACK COVER:</b> 7.5"W x 10"H Full Page, Full Color	N/A	\$1,765	\$1,585
<b>FULL PAGE:</b> 7.25" W x 10" H Black & White / Full Color	\$915 / \$1,200	\$870 / \$1,085	\$810 / \$1,025
<b>TWO-THIRDS PAGE VERTICAL:</b> 4.75" W x 10" H Black & White / Full Color	\$650 / \$835	\$620 / \$800	\$570 / \$720
<b>HALF PAGE:</b> 7.25" W x 4.875" H Black & White / Full Color	\$535 / \$690	\$505 / \$645	\$460 / \$595
<b>ONE-THIRD PAGE VERTICAL:</b> 2.25" W x 10" H Black & White / Full Color	\$375 / \$480	\$355 / \$455	\$320 / \$415
<b>ONE-THIRD PAGE HORIZONTAL:</b> 7.25" W x 3.167" H Black & White / Full Color	\$375 / \$480	\$350 / \$455	\$320 / \$415
<b>ONE-FOURTH PAGE SQUARE:</b> 3.5" W x 4.875" H Black & White / Full Color	\$295 / \$380	\$275 / \$350	\$250 / \$310
<b>ONE-FOURTH PAGE HORIZONTAL:</b> 7.25"W x 2.333"H Black & White / Full Color	\$295 / \$380	\$275 / \$350	\$250 / \$310
<b>BUSINESS CARD SIZE:</b> 3.5" W x 2.167" H Black & White / Full Color	\$180 / \$240	\$170 / \$210	\$150 / \$190
<b>CLASSIFIED</b> (Text only in back of magazine, \$100 for 50 or fewer words, \$2 per word additional over 50)	\$100 (\$2 per addt'l word)		

### MATERIAL AND ART DEADLINES FOR PUBLICATION

DEADLINE	ISSUE
July 17	September/October
September 15	November/December
November 15	January/February
January 15	March/April
March 15	May/June
May 15	Summer

# LAWYER MAGAZINE TERMS & ADVERTISING CONTRACT

This is an advertising contract (the "Contract") between The Hillsborough County Bar Association ("HCBA") and \_\_\_\_\_ ("Advertiser"), dated \_\_\_\_/\_\_\_\_/\_\_\_\_ (month/day/year).

**BACKGROUND:** HCBA publishes the Lawyer magazine six (6) times per year. HCBA desires to sell to Advertiser, and Advertiser desires to purchase, advertising space in the Lawyer. Accordingly, the parties agree as follows:

- 1. Term.** This contract shall be effective as of the date stated on the insertion order and shall continue through the advertisement placement period specified on the insertion order.
- 2. Insertion of Advertising.** HCBA agrees to insert in the Lawyer the advertising specified on the insertion order.
- 3. Payment.** Advertiser agrees to pay HCBA the agreed-upon rate specified in the insertion order. Payment is to be SUBMITTED WITH THIS CONTRACT IN ADVANCE OF THE PUBLICATION DATE OR THROUGH PER-PLACEMENT BILLING BY HCBA, AS AGREED UPON WITH HCBA IN ADVANCE. All advertisers and advertising agencies are jointly responsible for payment of all insertions.
- 4. Advertisement.** Must be camera-ready. If design services are needed, additional fees apply.
- 5. Change of Copy; Cancellations.** Cancellations are not accepted, and copy corrections cannot be guaranteed after the deadline date. On contract or schedule insertions, previous copy will be repeated if change is not received by the deadline date.
- 6. Position of Advertisement.** The location of the advertisement(s) provided shall be at the discretion of HCBA. HCBA will try to accommodate but cannot guarantee positioning.
- 7. Printing Errors or Omissions.** This contract is not subject to cancellation or terminating because of any printing errors or omissions. Any error or omission shall be corrected by HCBA and made good by additional publication. HCBA's liability for any errors or omissions is limited solely to correction and republication.
- 8. Approval of Advertising.** The subject matter, form, size, wording, illustration, and typography of the advertising provided for by this contract shall be subject to the approval of HCBA, but HCBA shall make no changes in such advertising without Advertiser consent.
- 9. Charges; Type and Style.** Any revisions, special handling of electronic files, artwork, alterations, design, layout and typesetting will be billed extra to the advertiser by the publishing company. If HCBA is unable to set any advertisement in the type or style requested by Advertiser, HCBA shall set the advertisement in the type or style which, in HCBA's opinion, most closely corresponds to the requested type or style.
- 10. Change of Publication Schedule.** HCBA reserves the right to change the publication schedule without prior notice.
- 11. Indemnification of HCBA.** Advertiser represents that HCBA is authorized to publish the contents and subject matter of the advertisements covered by this agreement. Advertiser agrees to indemnify HCBA against any loss or expense resulting from any claims, actions, or proceedings based on the contents or subject matter of such advertisements.
- 12. Rates.** All rates are based on electronic files furnished in accordance with the specifications.
- 13. Entire Agreement; Modification.** This contract contains the final, complete, and exclusive expression of the understanding among the parties with respect to the transactions contemplated by this contract and supersedes any prior or contemporaneous agreements or representation, oral or written, by any of them.
- 14. Binding Effect.** This contract is binding on and is for the benefit of the legal and personal representatives, successors, heirs, or assignees of the parties.
- 15. Choice of Law.** This contract shall be governed by, and construed and enforced under, the laws of Florida.
- 16. PRODUCTION PRINTING REQUIREMENTS:**
  - Must be print ready; 200 line screen, high-resolution 300 dpi (at final size) with crop marks and fonts embedded
  - Color files must be prepared as CMYK not RGB
  - Electronic file formats accepted: PDF files, MAC/PC. Only electronic files can be accepted. Film cannot be accepted.
  - Web-prepared files or scans (low-res 72 dpi) are not suitable for offset printing and will not be accepted.
- 17. DEADLINE:** The 15th of the month, two (2) months prior to date of publication. See Ad Deadline schedule. Please submit schedule if changing advertisements for certain issues.

\_\_\_\_\_  
Signature of Advertiser

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_  
Date

# LAWYER MAGAZINE INSERTION ORDER

**COMPLETION INSTRUCTIONS:** Please complete all information on the contract and insertion order. All advertising must be paid at the time the contract is submitted or arrangements made in advance for per-placement billing. Submission of Advertiser's electronic files must meet the specifications of the ad size.

Please make check payable to Hillsborough County Bar Association, and mail to:

HILLSBOROUGH COUNTY BAR ASSOCIATION  
Attn: Stacy Williams  
1610 N. Tampa St.  
Tampa, FL 33602

To pay by credit card, call 813-221-7777.

\_\_\_\_\_  
Company Name of Advertiser

\_\_\_\_\_  
Contact Person for Advertiser

\_\_\_\_\_  
Address, City, State and Zip

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Email Address

Ad size: \_\_\_\_\_

Color or Black & White: \_\_\_\_\_

*\*All advertisements must be sent to us camera ready and to exact size.*

Number of issues ad will be placed: \_\_\_\_\_ Issue(s): \_\_\_\_\_

Cost per issue: \$ \_\_\_\_\_

Total Payment: \$ \_\_\_\_\_

Classified advertising text (if applicable):

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**ALL ADS AND CORRESPONDENCE MUST BE EMAILED TO [STACY@HILLSBAR.COM](mailto:STACY@HILLSBAR.COM).**

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