The Journal of the Kansas Bar Association is an effective vehicle for reaching more than 6,000 legal professionals in Kansas and 300 subscribers from across the nation and overseas.

The Kansas Bar Association (KBA) is an organization for lawyers, judges, legal assistants, and law students. These legal professionals join the KBA to improve their practice of law, and they value their Journal. In fact, nearly 75 percent of members named the Journal as a top member benefit.

The Journal features the news Kansas legal professionals desire. The publication is full of scholarly articles, hot legal news, and law-related activities, summaries of recent Kansas Supreme Court and Court of Appeals opinions, and information about available KBA continuing legal education.

Most Journal subscribers keep a library of back issues for research and reference, so your ads will be seen again and again. Target this lucrative professional market with your advertising message. Place your ad in The Journal of the Kansas Bar Association, a legal publication that reaches more Kansas attorneys than any other.

NOTE: For 2021, production is reduced to six bi-monthly issues. Rates and deadlines have been adjusted.

### Readership & Circulation

The content for ads to be designed by the Journal staff is due by the space reservation date.

### 2021 Advertising Rates

#### Display Advertising

<table>
<thead>
<tr>
<th>Ad Size*</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside Back Cover</td>
<td>$2,250</td>
<td>$2,000</td>
<td>$1,850</td>
</tr>
<tr>
<td>Inside Front or Back Cover</td>
<td>$1,500</td>
<td>$1,315</td>
<td>$1,125</td>
</tr>
<tr>
<td>Full-Page</td>
<td>$1,000</td>
<td>$875</td>
<td>$750</td>
</tr>
<tr>
<td>Half-Page</td>
<td>$600</td>
<td>$550</td>
<td>$450</td>
</tr>
<tr>
<td>Fourth-Page</td>
<td>$375</td>
<td>$300</td>
<td>$250</td>
</tr>
<tr>
<td>Eighth-Page (business card)</td>
<td>$180</td>
<td>$150</td>
<td>$120</td>
</tr>
</tbody>
</table>

*Quoted prices are **per issue**. Add 15 percent of earned rate for specified position.

#### Graphic Design Services

A one-time fee of $50 may be incurred if an advertisement needs to be developed by the KBA.

#### Inserts

Please contact Patti Van Slyke at (785) 861-8816 for information concerning scheduling your tip-in insert.

### Mechanicals

#### Advertisement Dimensions

<table>
<thead>
<tr>
<th>Ad Size*</th>
<th>Width (in.)</th>
<th>Height (in.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Page (a.k.a. cover sizes)</td>
<td>8.375</td>
<td>10.875</td>
</tr>
<tr>
<td>Half-Page Horizontal</td>
<td>7.375</td>
<td>4.8542</td>
</tr>
<tr>
<td>Half-Page Vertical</td>
<td>3.6042</td>
<td>9.875</td>
</tr>
<tr>
<td>Fourth-Page</td>
<td>3.6042</td>
<td>4.8542</td>
</tr>
<tr>
<td>Fourth-Page Horizontal</td>
<td>7.375</td>
<td>2.4271</td>
</tr>
<tr>
<td>Eighth-Page (business card)</td>
<td>3.6042</td>
<td>2.4271</td>
</tr>
</tbody>
</table>

*plus bleed (artwork larger than cut line) of 0.125in.

#### Technical Specifications

- **Publication Trim Size:** 8.375 in. x 10.875 in.
- **Binding Method:** Saddlestitch
- **Printing Method:** Offset, sheet fed, 60 lb. enamel
- **Halftones:** 150 line-screen

Output must be at 300 dpi or higher. All copy must be 0.1875 inches from the trim. Bleeds must extend 0.125 inches past the trim. Send via email to Patti Van Slyke, journal editor, at editor@ksbar.org.

Requested copy changes and reductions or enlargements of furnished art will be charged at cost, plus 15 percent.

### Classifieds Advertisment

#### Specifications

- **Word Count:** 75–100 words

<table>
<thead>
<tr>
<th>KBA Member</th>
<th>Price/Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>YES</td>
<td>FREE</td>
</tr>
<tr>
<td>NO</td>
<td>$45</td>
</tr>
</tbody>
</table>

Please send content as a Word document to Patti Van Slyke at editor@ksbar.org. Call (785) 861-8816 for questions.
This is an insertion order for _____ issues of the *Journal*. Please indicate issues and advertisement sizes below:

Please list any additional specifications. Special placements and color availability are subject to agreement with the editor. _____ Payment for _____ issues at the rate of ________ per issue is enclosed.

**Note:** new advertisers must pay for their first three (2) insertions in advance.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Size</th>
<th>Gross Rate*</th>
<th>Net Rate*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan./Feb.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>March/April</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>May/June</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

July/August    |      |             |           |
September      |      |             |           |
Nov./Dec.      |      |             |           |

* Rates are subject to policies indicated below. Advertising for the 2021 calendar year only will be accepted with this insertion order.

_____ I have an advertising account in good standing with the KBA and wish to be billed for the advertisements by the issue.

*(Only established advertisers in good standing may be billed on per issue basis.)*

Please Print or Type:

SIGNED

COMPANY

ADVERTISING AGENCY

ADDRESS

CITY/STATE/ZIP

PHONE

EMAIL

CONTACT PERSON

DATE

THANK YOU FOR YOUR BUSINESS!

PLEASE RETURN TO:
Bill Spilman
KBA Ad Sales Rep.
320 W. Chestnut • PO Box 399
Oneida, IL 61467

(877) 878-3260 toll-free
(309) 483-6467 phone
(309) 483-2371 fax
bill@innovativemediasolutions.com
ADVERTISING AGENCY DISCOUNTS
To qualify for the advertising agency discount, the agency must serve a minimum of three clients. Invoices must be paid within 60 days to receive advertising agency discount. Agency discounts do not apply to color charges or classified advertisements. Agency discount and member discount cannot be combined.

PREPAYMENT/ESTABLISHED ACCOUNT
Prepayment is required for the first three insertions ordered by new advertisers. If an established advertiser has a history of nonpayment with the KBA, it will be required to pay any past-due invoices in full and prepay any advertising insertions ordered.

CANCELLATION POLICY
Cancellation notice must be received by the publisher in writing 30 days before the material deadline. Cancellation of cover advertisements must be received by the publisher in writing 90 days before the material deadline. Cancellations will not be accepted by telephone. Advertisements for which cancellation is not received by the required time will be billed as if the advertisement had appeared as normal and not been canceled.

EARNED-RATE FULFILLMENT
By planning ahead advertisers can save money with multiple-insertion discounts. All advertisements must appear in 2021 issues of The Journal of the Kansas Bar Association. If an advertiser or agency on behalf of an advertiser receives a multiple-insertion discount based on its initial insertion contract and such advertiser or agency fails to meet the minimum requirements of the multiple-insertion rate, the advertiser or its agency, if any, shall be billed and such advertiser or agency agrees to pay the difference between the earned rate for all advertisements that actually appear in 2021 and the contracted multiple-insertion rate, regardless of payment status.

TIMELY PAYMENT
If payment is not received within 60 days, agency and KBA member discounts are forfeited. Also, any scheduled advertisements will be considered canceled until payment is received. If cancellation causes the number of insertions for the advertiser to fall below the minimum required for its contracted multiple-insertion rate, the advertiser will be billed the difference between the actual earned rate and the contracted multiple-insertion rate for all advertisements, regardless of payment status. The advertiser agrees to pay the sums due the KBA in the amounts and at the times that they become due, the advertiser also agrees to pay all costs of collection incurred by the KBA, including attorney’s fees and collection costs.

JOINT LIABILITY
The publisher reserves the right to hold the advertiser and/or its agency jointly liable for payment due the KBA.

PRODUCTION COST
Advertising rates are based on receipt of high resolution PDFs for all display ads. Additional production costs related to alterations incurred by the KBA will be charged to the advertiser and/or its agency. The KBA will notify the advertiser and/or its agency when possible of any such charges before they are incurred.

CONTENT RESPONSIBILITY
The advertiser and its agency agree to indemnify and hold the Kansas Bar Association wholly harmless from any suits for libel, violation of right of privacy, plagiarism, copyright infringement, and any and all other claims arising from the advertising referred to in this contract. The publisher makes no independent evaluation of the content of the offers made in the advertising, nor of any product warranties made therein. Therefore, the advertiser agrees to indemnify and hold the publisher wholly harmless from any suits arising from any representations made in the advertising.

PUBLISHER’S RIGHTS AND RESPONSIBILITIES
The publisher reserves the right to revise advertising rates upon 30-day written notice to advertisers. Contract rates will be honored for the length of the contract.

- The publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. The publisher’s liability for any error will not exceed the cost of the space occupied by the error or erroneous ad. The publisher is only responsible for correct placement of advertisement presented from the advertiser or its agency as camera ready.
- All advertisements are subject to approval by the publisher. The publisher may reject advertisements based on content or quality of appearance. Placement is at the discretion of the publisher with the exception of preferred positions and advertisements for which specific placement is charged.

LEGAL ADVERTISEMENTS
All advertisements submitted by or for lawyers are subject to the Model Rules of Professional Conduct. This contract is governed by the law of Kansas. Advertising that may enable anyone to violate the Kansas Rules of Professional Conduct or the Kansas Judicial Conduct Code will not be accepted. Acceptance of the advertisement does not constitute a determination that it is in compliance.
Digital Advertising Rate Card

Bottom Home Page (Item #1)
(Left/Center/Right under KBA News/Calendar)

<table>
<thead>
<tr>
<th></th>
<th>1 Month</th>
<th>6 Months</th>
<th>12 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$700</td>
<td>$550</td>
<td>$400</td>
</tr>
</tbody>
</table>

Left Middle Home Page (Item #2)
(Below KBA Search)

<table>
<thead>
<tr>
<th></th>
<th>1 Month</th>
<th>6 Months</th>
<th>12 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$800</td>
<td>$650</td>
<td>$500</td>
</tr>
</tbody>
</table>

KBA Weekly (Item #3)
(Emailed every Tuesday to KBA members)

<table>
<thead>
<tr>
<th></th>
<th>1 Month</th>
<th>6 Months</th>
<th>12 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$500</td>
<td>$400</td>
<td>$300</td>
</tr>
</tbody>
</table>

Payment for ____ digital ads at the rate of ____ per month is enclosed.

<table>
<thead>
<tr>
<th>Month</th>
<th>Item #</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>______</td>
<td>_____</td>
</tr>
<tr>
<td>February</td>
<td>______</td>
<td>_____</td>
</tr>
<tr>
<td>March</td>
<td>______</td>
<td>_____</td>
</tr>
<tr>
<td>April</td>
<td>______</td>
<td>_____</td>
</tr>
<tr>
<td>May</td>
<td>______</td>
<td>_____</td>
</tr>
<tr>
<td>June</td>
<td>______</td>
<td>_____</td>
</tr>
<tr>
<td>July</td>
<td>______</td>
<td>_____</td>
</tr>
<tr>
<td>August</td>
<td>______</td>
<td>_____</td>
</tr>
<tr>
<td>Sept</td>
<td>______</td>
<td>_____</td>
</tr>
<tr>
<td>October</td>
<td>______</td>
<td>_____</td>
</tr>
<tr>
<td>November</td>
<td>______</td>
<td>_____</td>
</tr>
<tr>
<td>December</td>
<td>______</td>
<td>_____</td>
</tr>
</tbody>
</table>

Prepayment/established account: Prepayment is required for the first three months ordered by new advertisers. If an established advertiser has a history of nonpayment with the KBA, it will be required to pay any past due invoices in full and prepay any advertising insertions ordered.

Cancellation policy: Cancellation notice must be received by the KBA in writing 30 days before the material deadline. Cancellations will not be accepted by telephone. Advertisements for which cancellation is not received by the required time will be billed as if the advertisement had appeared as normal and not been canceled.

Timely payment: If payment is not received within 60 days, any scheduled advertisements will be considered canceled until payment is received. The advertiser is responsible for payment of the rate difference resulting from such cancellation.

Joint liability: The publisher reserves the right to hold the advertiser and/or its agency jointly liable for payment due the KBA.

Content responsibility: The advertiser and its agency agree to indemnify and hold the KBA wholly harmless from any suits for libel, violation of right of privacy, plagiarism, copyright infringement, and any and all other claims arising from the advertising referred to in this contract. The publisher makes no independent evaluation of the content of the offers made in the advertising, nor of any product warranties made therein. Therefore, the advertiser agrees to indemnify and hold the publisher wholly harmless from any suits arising from any representations made in the advertising.

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- All advertisements are subject to approval by the publisher. The publisher may reject advertisements based on content or quality of appearance. Placement is at the discretion of the publisher with the exception of preferred positions and advertisements for which specific placement is charged.

Digital Advertising Terms & Conditions

Insertion Order Form (Please Print or Type)

Company/Advertising Agency

Address

City/State/Zip +4

Phone

Email

Contact Person

Date

☐ I have an advertising account in good standing with the KBA and wish to be billed for the advertisements by the month.

For space availability or questions, contact Bill Spilman, at (877) 878-3260 or at bill@innovativemedia solutions.com

Return completed form:
Bill Spilman
KBA Ad Sales Rep.
320 W. Chestnut St.
PO Box 399
Oneida, IL 61467
(877) 878-3260 toll-free