Circulation

**Readers:** Legal Professionals throughout Kentucky.

**Circulation:** 18,500 +

The *Bench & Bar* is the official publication of the Kentucky Bar Association. With a circulation of more than 18,500 lawyers, judges and legal professionals, the *Bench & Bar* is the most effective advertising medium to reach Kentucky’s growing legal community. The *Bench & Bar* is retained permanently by most lawyers as authoritative reference material.

The *Bench & Bar* provides real value by allowing you to target your advertising message to a highly selective group of readers who are excellent prospects for your products and services.

Advertising Information

**Submissions:** All display and ads submitted must be final camera-ready artwork. There is an additional charge for resizing ads that do not meet the ad size requirement.

**Deadlines:** The publisher’s schedule of insertion order and copy deadlines must be observed in order to assure publication.

**Proofs:** Proofs, when requested, will be for typographical corrections only. All changes to original copy will be charged on the basis of time occupied in making such changes. Typographical accuracy shall be at the risk of the advertiser on copy received for publication after copy and art deadline.

**Cancellation:** Advertising may be canceled only by written notice received prior to insertion order closing date.

**Terms of Payment:** The Kentucky Bar Association reserves the right to hold advertiser and/or its agency jointly and severally liable for any monies as are due and payable.

Policies

**Refusal of Ads:** The Kentucky Bar Association for the mutual protection of its publications, advertisers and readers, reserves the right to revise or reject any advertisement which it, in its sole discretion, considers to be objectionable or offensive in subject matter, illustration or phraseology.

**Errors:** The Kentucky Bar Association will not be liable for any error in advertisement to a greater extent than the cost of the space occupied by the error. This does not apply to advertisers who provided camera-ready artwork or who have proofed copy. Claims for adjustment of errors must be made no later than 30 days after publication date upon which said error occurred.

**Advertising:** Advertising, including advertorials, set to resemble news matter, must comply with the Supreme Court Rules on Attorney Advertising and the Attorney’s Advertising Commission Regulations.

Closing Dates

Refer to the deadline dates below when submitting advertisement to be published in the *Bench & Bar*.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>December 1</td>
</tr>
<tr>
<td>March</td>
<td>February 1</td>
</tr>
<tr>
<td>May</td>
<td>April 1</td>
</tr>
<tr>
<td>July</td>
<td>June 1</td>
</tr>
<tr>
<td>September</td>
<td>August 1</td>
</tr>
<tr>
<td>November</td>
<td>October 1</td>
</tr>
</tbody>
</table>

Advertisement Options

**Display Ads:** Scattered throughout magazine. Multiple options with different sizes and pricing. See next page for more details.

**Spotlight Ads:** Displayed in B&B Marketplace. 2 ¼” x 2” ad size. Receive a 15% discount for one-year ad paid in advance.

$75 for Members
$85 for Non-Members

**Classified Ads:** Categorized; standard classified advertising in our regular typeface format.

$30 for first 20 words • 50¢ for each additional word
**Display Ad Sizes & Rates**

**Inside Cover** Front & Back
8½” x 10¾” color only
⅛” bleed on all edges
¼” live from trim areas
$1,900 per issue up to three
$1,713 per four + times

**Back Cover**
8½” x 8½” color only
⅛” bleed on all edges
¼” live from trim areas
$2,500 per issue up to three
$2,100 per four + times

**Full Page**
8½” x 10½” color only
⅛” bleed on all edges
¼” live from trim areas
$1,700 per issue up to three
$1,445 per four + times

**¾ Page Square**
7½” x 7½”
$808 per issue up to three
$687 per four + times

**¾ Page Vertical**
4⅘” x 10”
$808 per issue up to three
$687 per four + times

**¾ Page Horizontal**
7½” x 4⅘”
$630 per issue up to three
$536 per four + times

**¾ Page Vertical**
2 ⅛” x 4⅛”
$357 per issue up to three
$303 per four + times

**¾ Page Square**
4¾” x 4¾”
$473 per issue up to three
$402 per four + times

**¾ Page Vertical**
2 ⅛” x 10”
$473 per issue up to three
$402 per four + times

**¾ Page Horizontal**
4¾” x 3¾”
$420 per issue up to three
$357 per four + times

**½ Page Square**
4½” x 4½”
$473 per issue up to three
$402 per four + times

**½ Page Vertical**
2 ⅝” x 10”
$473 per issue up to three
$402 per four + times

**½ Page Horizontal**
4¾” x 2 ½”
$357 per issue up to three
$303 per four + times

**½ Page Vertical**
2 ½” x 4¾”
$357 per issue up to three
$303 per four + times

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Add color to any B&W advertisement listed for only $100 more!
2019 Advertisement Form

Company/Organization

Contact Name  Job Title

Address  City  State  Zip Code

Daytime Phone Number  Fax Number  Email Address

Issue Choice(s):


Refer to the closing dates listed in the brochure for individual issue deadline.

Standard Advertisement Size Choice(s):

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Horizontal</th>
<th>Vertical</th>
<th>Square</th>
<th>Price per Issue up to three</th>
<th>Price per Issue four + times</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>4-Color process is included in price</td>
<td>$1,900</td>
<td>$1,713</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>4-Color process is included in price</td>
<td>$1,900</td>
<td>$1,713</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Back Cover</td>
<td>4-Color process is included in price</td>
<td>$2,500</td>
<td>$2,100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>4-Color process is included in price</td>
<td>$1,700</td>
<td>$1,445</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2/3 Page</td>
<td>N/A</td>
<td>□</td>
<td>□</td>
<td>$808</td>
<td>$687</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>□</td>
<td>□</td>
<td>N/A</td>
<td>$630</td>
<td>$536</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>N/A</td>
<td>□</td>
<td>□</td>
<td>$473</td>
<td>$402</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>□</td>
<td>N/A</td>
<td>N/A</td>
<td>$420</td>
<td>$357</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>□</td>
<td>□</td>
<td>N/A</td>
<td>$357</td>
<td>$303</td>
</tr>
</tbody>
</table>

Add $100 to the advertisement price for 4-Color process.

Spotlight Ad

☐ $75 per issue (Member)
☐ $85 per issue (Non-Member)
☐ $25 addition for color
15% discount on one-year ad paid

Classified Ad

$30 ad with up to 20 words.
50¢ for each additional word.

Billing Method

Please select the billing method you prefer.

☐ Pay full amount of advertisement in one invoice.
☐ Pay the per issue amount of advertisement in separate invoices.

An invoice will be mailed after the advertisement has been published.

Return Completed Form to:

Mail:  
Attn: Shannon H. Roberts  
Kentucky Bar Association  
514 West Main Street  
Frankfort, Kentucky 40601

Email:  
sroberts@kybar.org

Fax:  
(502) 564-3225  
Attn: Shannon H. Roberts