## Bar-o-Meter
### Specifications and Advertising Rates Per Issue

<table>
<thead>
<tr>
<th></th>
<th>12 Times</th>
<th>6 Times</th>
<th>Single Insertion</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full Page</strong></td>
<td>$300</td>
<td>$330</td>
<td>$360</td>
</tr>
<tr>
<td><strong>Inside Back Cover</strong></td>
<td>$330</td>
<td>$360</td>
<td>$390</td>
</tr>
<tr>
<td><strong>Back Cover Color</strong></td>
<td>$500</td>
<td>$530</td>
<td>$560</td>
</tr>
<tr>
<td><strong>Half Page</strong></td>
<td>$180</td>
<td>$210</td>
<td>$240</td>
</tr>
<tr>
<td><strong>One-third Page</strong></td>
<td>$120</td>
<td>$150</td>
<td>$180</td>
</tr>
<tr>
<td><strong>One-sixth Page</strong></td>
<td>$60</td>
<td>$90</td>
<td>$150</td>
</tr>
</tbody>
</table>

**TO RESERVE SPACE CONTACT**

Virdena Gilkey  
Executive Director  
316/263-2251, ext. 102  
vgilkey@wichitabar.org

Barbara Ellis  
Advertising Coordinator  
316/262-4000  
barbara@depewgillen.com

---

### PAYMENT TERMS & CONDITIONS

- 30 days net to companies with established Bar-o-Meter credit.
- Advanced payment is required for companies without established Bar-o-Meter credit.
- For new contracts with multiple insertions of six times or more, advanced payment of three months is required.
- Both companies and advertising agencies are equally responsible for payment of advertising appearing in this publication.
- Default by either party does not remove the burden of payment by the remaining party.

### CANCELLATIONS

- Cancellations prior to end of contract term or after closing date does not remove the burden of payment and client will be billed at 100%. Contract signature indicates acceptance of terms.

### DISCOUNTS

- Wichita Bar Association members are billed at the “6 times” rate for single ad insertions.
  
  *Discounts are not retroactive.*

### DEADLINES!

- The Bar-o-Meter is published the first week of each month.
- Insertion order and signed contract must be received by the 10th of the month, preceding the cover date.
- “Camera Ready” ad is due on the 15th of the month preceding the cover date.

---

### SPECIAL POSITION

Guaranteed position is available at extra cost of (10%).

### TRIM SIZE

Trim size is 8 1/2” X 11”. Keep all critical matter within the dimensions set forth.

### SPECIAL STOCK

The Bar-o-Meter is printed on 60# Opaque; cover is 80# Silk Text.

### COPY REGULATIONS

Liability for content of ads (text, representation, and illustrations) is assumed by companies and advertising agencies for any claims arising therefrom against the Wichita Bar Association or the publisher.

### MATERIALS ACCEPTED

Ad must be received “Camera Ready” in both black and white and color; all in one of the following formats:

- Print Optimized PDF, High Resolution JPEG (600 DPI min.), or High Resolution TIFF (600 DPI min.)
- Artwork should be sent via email to kkirk@wichitabar.org.
- All ads may contain a hyperlink to your website for placement in our electronic publication.

---

Updated June 2020